

LISBON AVENUE CHARETTE

2026



CLIENT **Rooted and Rising**

CLIENT William Schmitt
REPRESENTATIVES Adrian Spencer

DEPARTMENT OF Monica Wauck Smith
CITY DEVELOPMENT Amy Oeth
 Tanya Fonseca

CONSULTANT TEAM Carolyn Esswein, Ce Planning Studio, LLC
 Michael Burrows
 Patrick Finucane



Ce Planning Studio was hired to develop and facilitate a process of information gathering leading to a visioning charrette for the W. Lisbon Avenue corridor in the Washington Park area in Milwaukee. The charrette represents an implementation step in the Quality of Life Plan, prepared by Athena Communications.

The charrette process involved revisiting past plans for the area, analyzing existing conditions and demographics, examining the business diversity of the neighborhood, and exploring local and national precedents. Focus Groups and developer interviews were conducted to gather input from various stakeholders including residents, business owners, Rooted & Rising staff, and City staff. This information was disseminated to six teams of architects and planners, each assigned to one of the Opportunity Sites.

A day-long interactive charrette was held at the Urban Ecology Center on February 23, 2026. Throughout the day, teams generated ideas for the sites and then shared concepts with the larger group to receive feedback which is reflected in the final designs. The intent of the process is to explore and evaluate possibilities, it is not intended to imply the ideas are guaranteed by Rooted & Rising, land owners, or developers.

Development concepts and charrette input will be incorporated into the Lisbon Avenue Corridor Plan, which will amend the City's Washington Park and Fond du Lac and North Area Plans.



Image 1. Aerial photograph of W Lisbon Avenue

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Site 1: 40th and W Lisbon

Site 2: 36th and W Lisbon

Site 3: 33rd and W Lisbon

Site 4: 29th and W Lisbon

Site 5: 30th and W Lisbon

Site 6: 29th and W Lisbon



Image 2. Aerial photograph of W Lisbon Avenue

Rooted & Rising – Washington Park believes in the dignity, potential and worth of all people and is dedicated to helping individuals and families meet their basic needs, establish stable foundations, and pursue their dreams. We are united in our mission to build a nurturing, thriving community where all people feel welcome, supported and a sense of belonging.

Through quality housing, childcare, food security, basic resources, and neighborhood engagement programming, we are committed to listening to and elevating the voices of our neighbors, serving with humility and compassion, and working with our partners to build a more stable, equitable and prosperous community for all Washington Park residents. We walk alongside our neighbors to help put down roots and rise to reach our community's fullest potential.



Housing



**Early Childhood
Education**



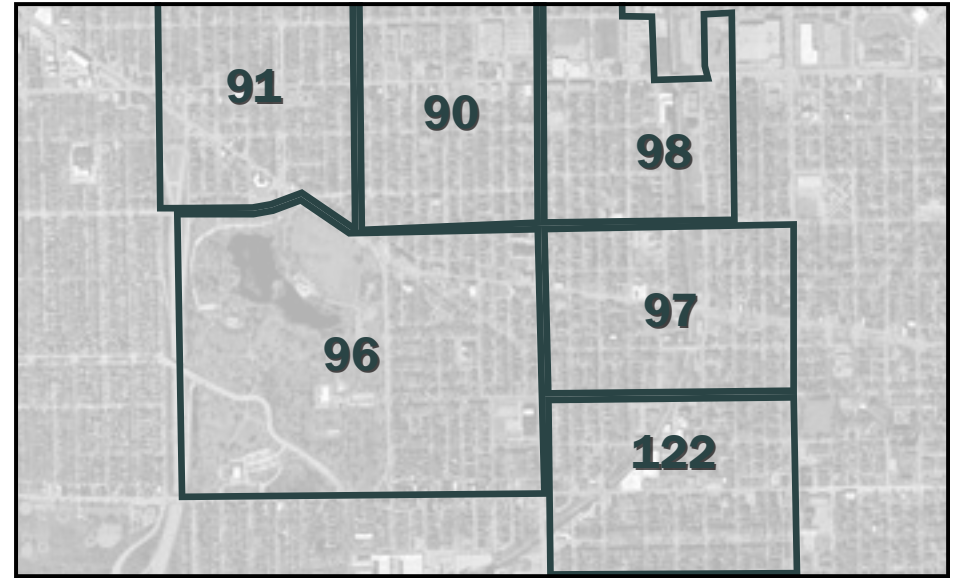
**Neighborhood
Engagement**



Food Center

DEMOGRAPHICS

All data is derived from the American Community Survey 2023 5-Year Estimates unless otherwise noted. Data is for Census Tracts 90, 91, 96, 97, 98, and 122 of The City of Milwaukee. Starred (*) data is averaged from values calculated for each Census Tract.



AT A GLANCE



9,885

Corridor Population



3,157

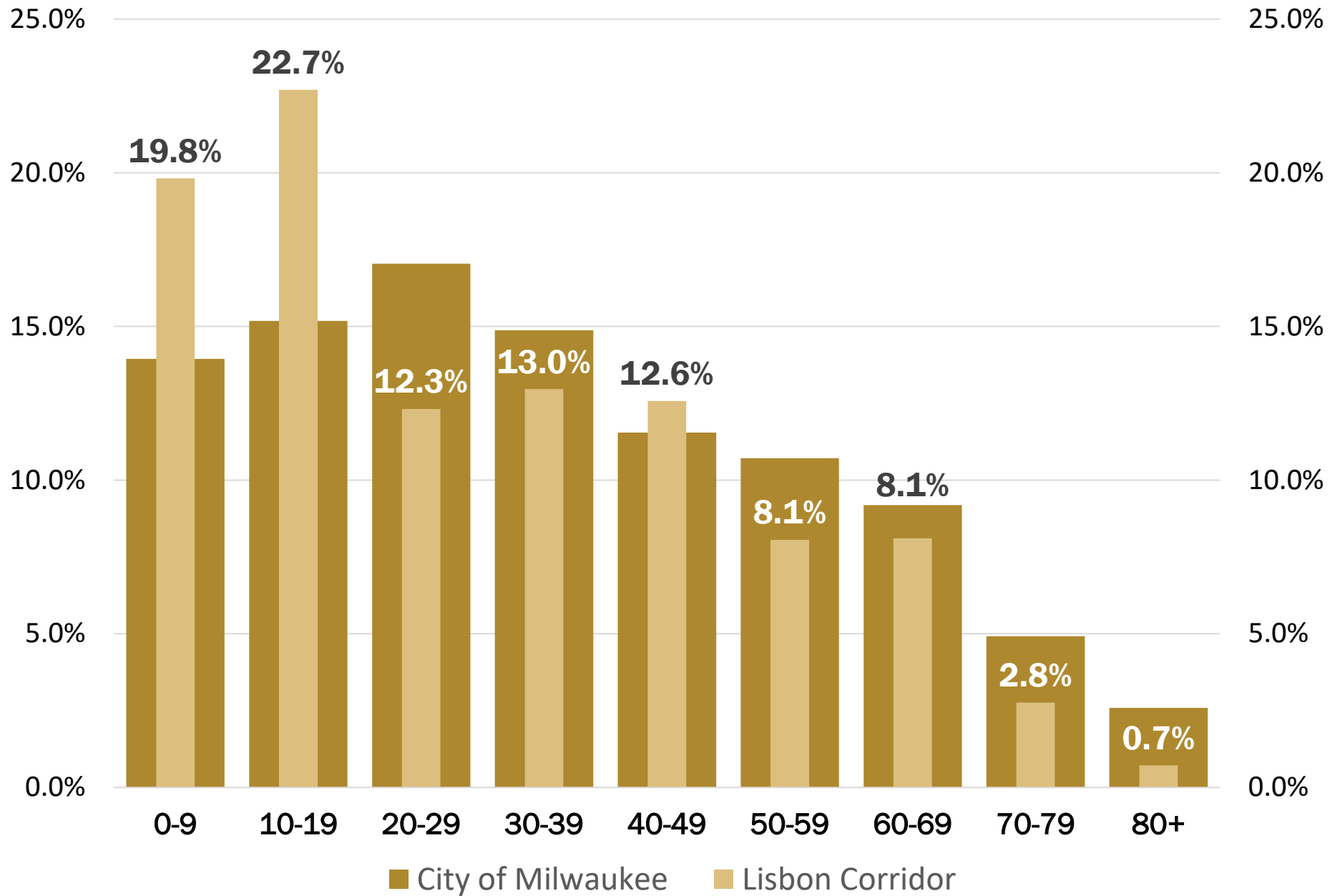
Total Households



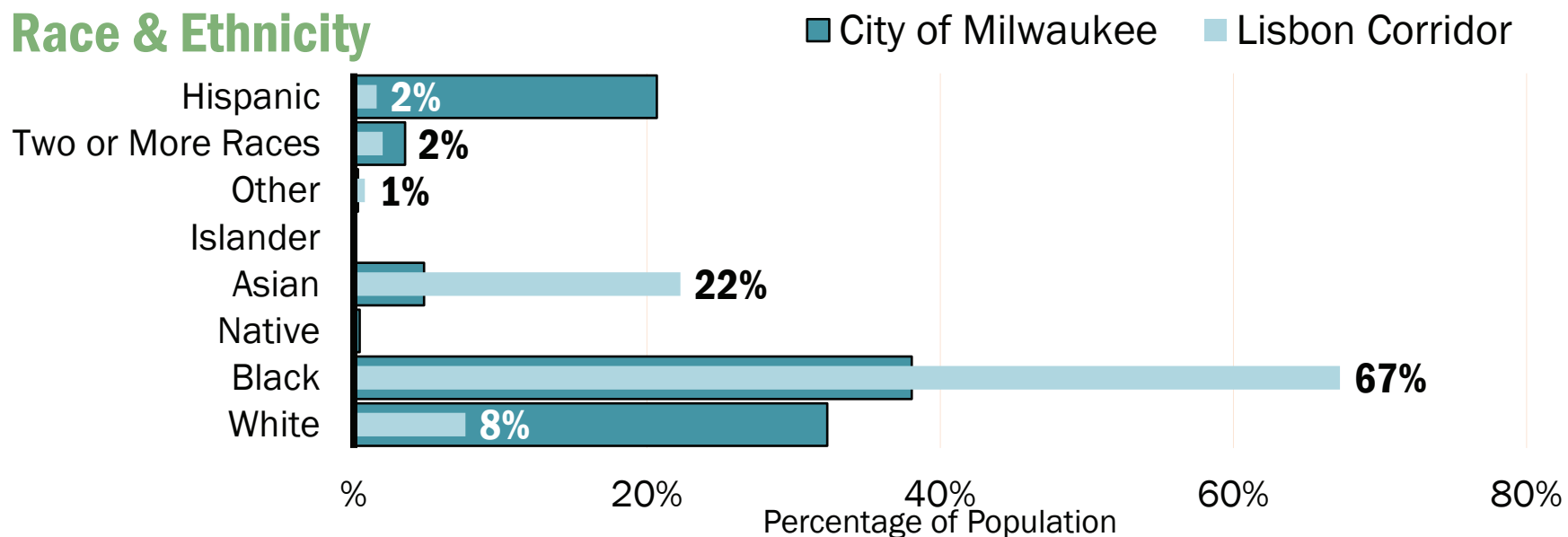
\$34,554*

Average Median Income

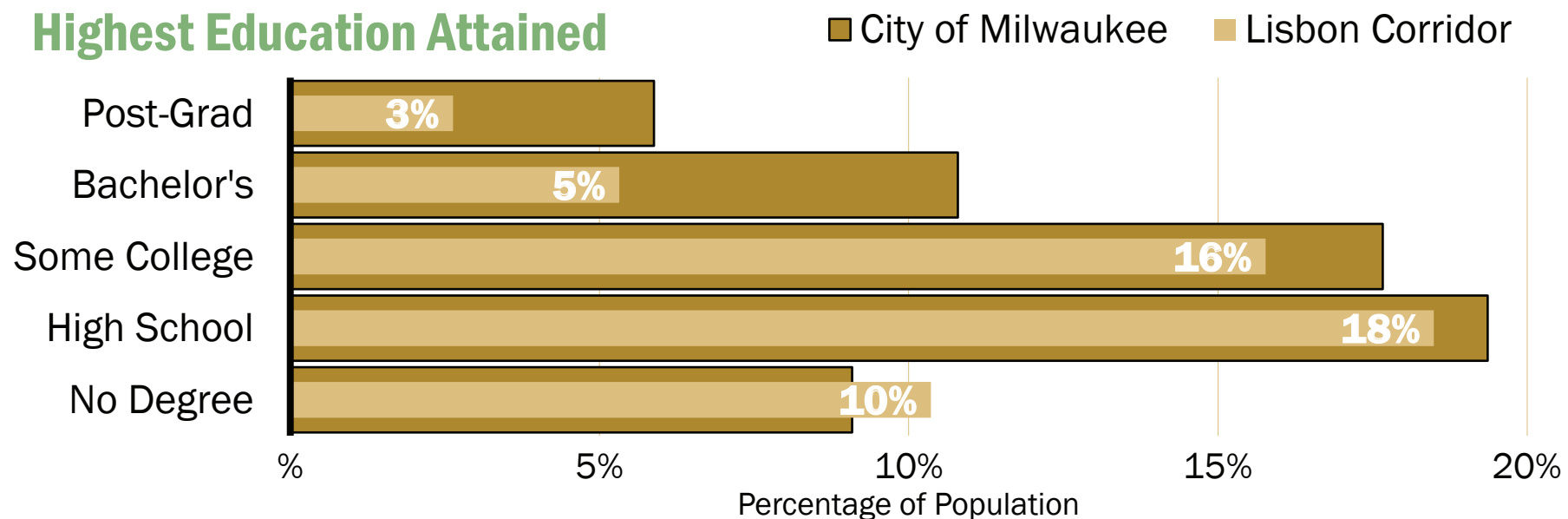
Age Breakdown



Race & Ethnicity



Highest Education Attained



HOUSING CHARACTERISTICS

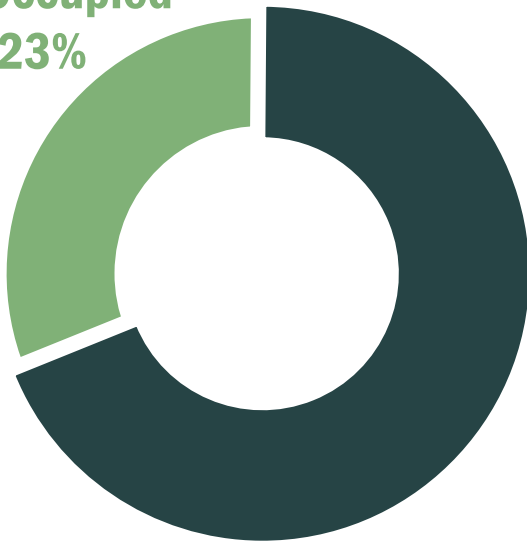
4,142
Total Housing Units



\$87,016*
Average Median Value of
Owner-Occupied Home

Housing Tenure

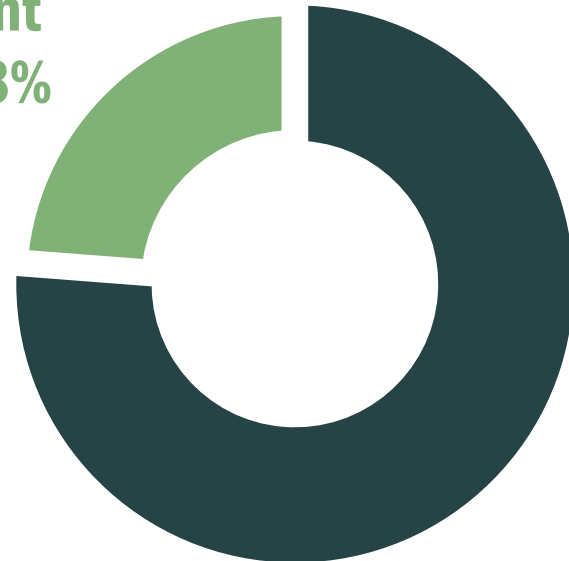
Owner Occupied
31.23%



Renter Occupied
68.77%

Housing Vacancy

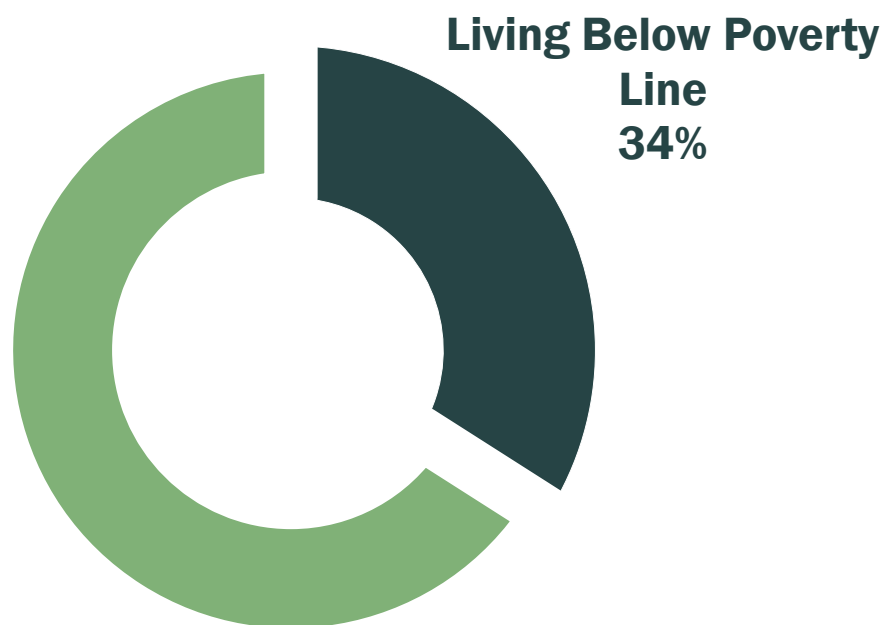
Vacant
23.78%



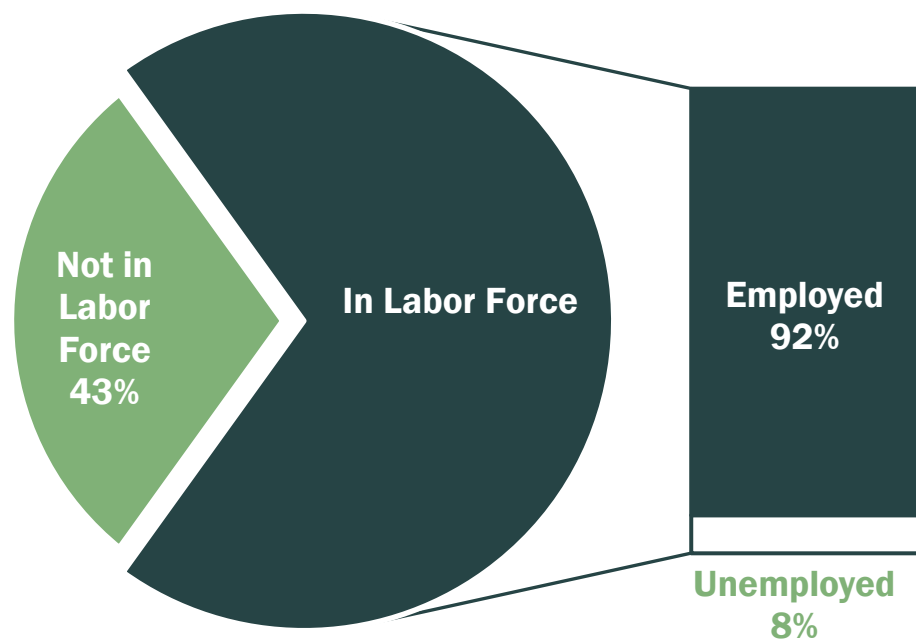
Occupied
76.22%

ECONOMIC CHARACTERISTICS

Poverty



Employment



Industry



INVESTMENTS



\$285K

Early Childhood Educator
Homeownership Program

\$5MIL - \$10MIL

- A** Washington Park Townhomes
- B** Progressive Community Health Centers
- C** Washington Park Apartments
- D** UMCS Phase III

\$10MIL - \$20MIL

-  Urban Ecology Center Washington Park Branch
-  37th St School Apartments
-  Habitat for Humanity

PLANNED INVESTMENT: GALENA PARK 2026 Construction



Image 3. Planned improvements to Galena Park including playground.



Image 4. Planned improvements to Galena Park including sports courts.



Image 5. Planned improvements to Galena Park including adult exercise features.



Image 6. Plan drawing of planned improvements to Galena Park.



**Quorum
Architects, Inc.**

1640 N 31st Street

RAILS to TRAILS PLANNING PHASE



Image 7. Rendering of possible arrangement of shared-use trail along railway.

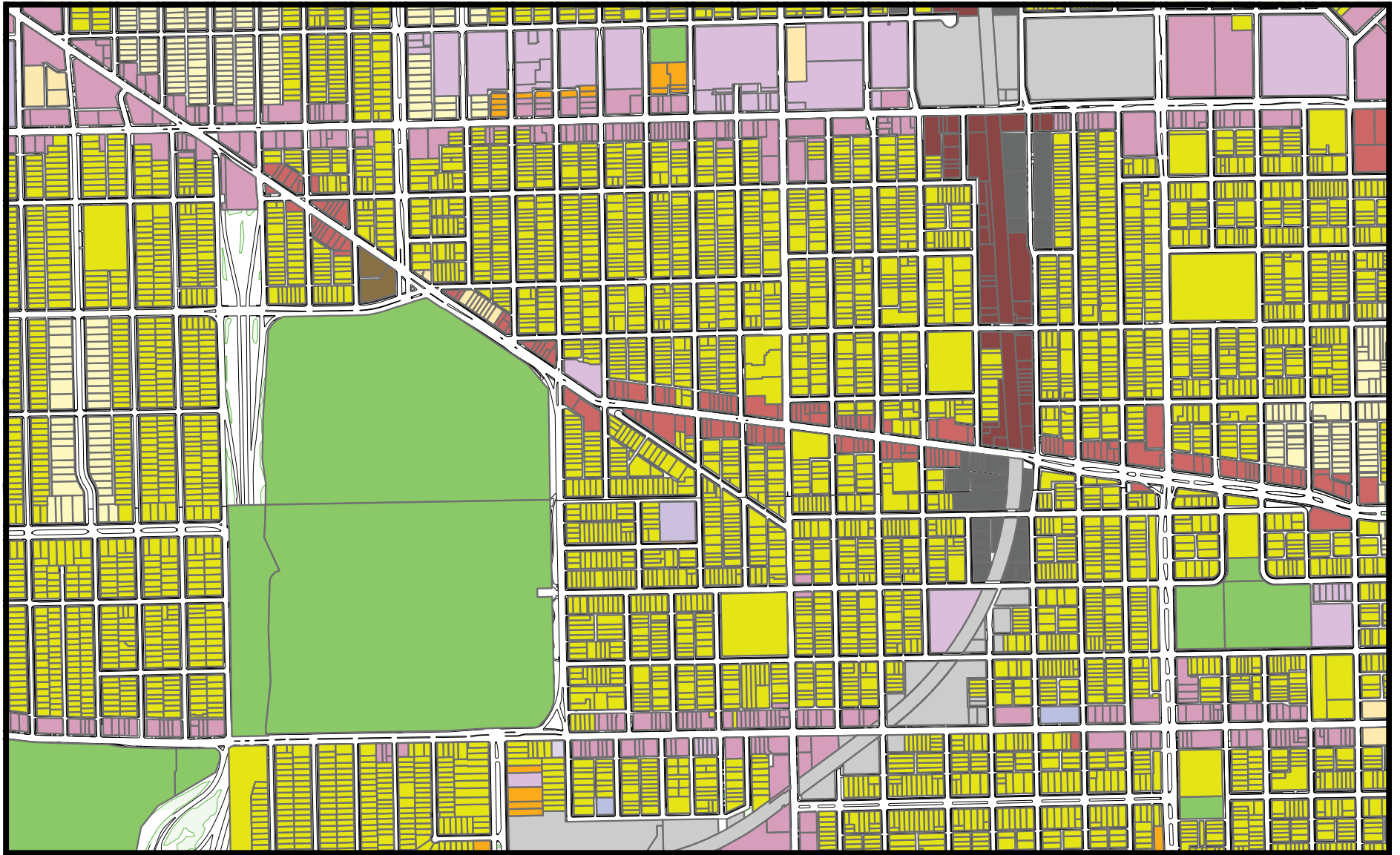


Image 8. Rendering of possible access to shared-use trail along railway.

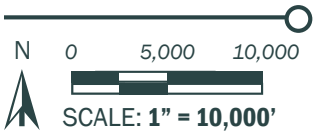
Map 1: 30th Street Rail Corridor in Relation to the Greater Milwaukee Region



Image 9. Map placing the proposed Route of the Badger trail in context with the City of Milwaukee.



ZONING

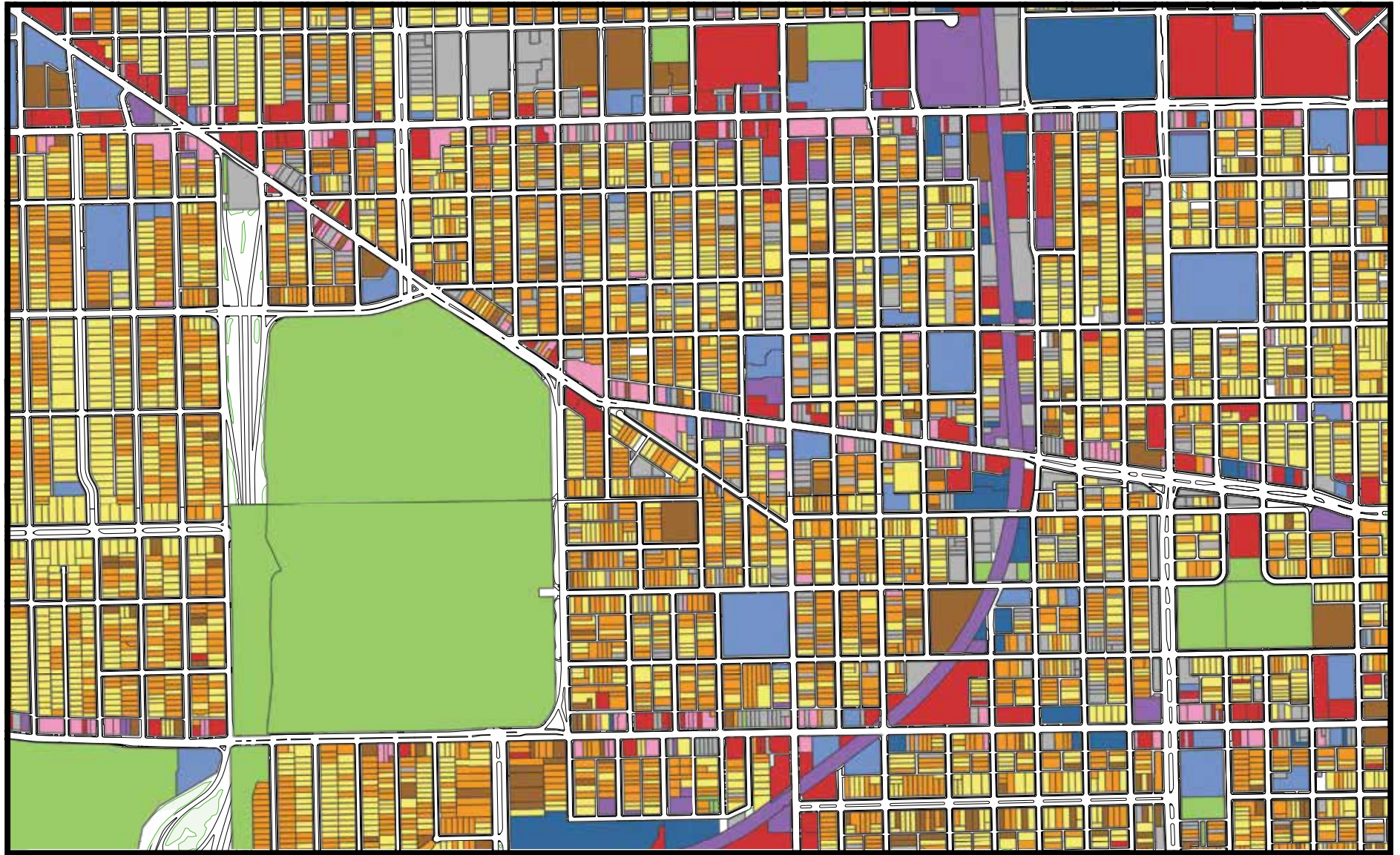


Data Sources: Map Milwaukee, Milwaukee County Land Information Office

KEY

- Commercial Service
- Industrial-Heavy
- Industrial-Light
- Industrial-Mixed
- Local Business District

- Single-Family Residential Districts
- Multi-Family Residential Districts
- Parks District
- Planned Development District
- Residential and Office Districts
- Two-Family Residential Districts



LAND USE



N 0 5,000 10,000
SCALE: 1" = 10,000'

Data Sources: Map Milwaukee, Milwaukee County Land Information Office

KEY

- Park and Open Space
- Institutional
- Single-Family Residential
- Duplex Residential

- Vacant Land
- Multi-Family Residential
- Commercial
- Mixed Residential-Commercial
- Transportation, Communications, Utilities
- Manufacturing, Construction, Warehousing



OWNER OCCUPANCY



0 500 1,000 2,000
Feet
Scale: 1" = 12,000

Data Source: Milwaukee Master
Property File (MPPROP 2026)

KEY

- Owner Occupied
- Non-Owner Occupied

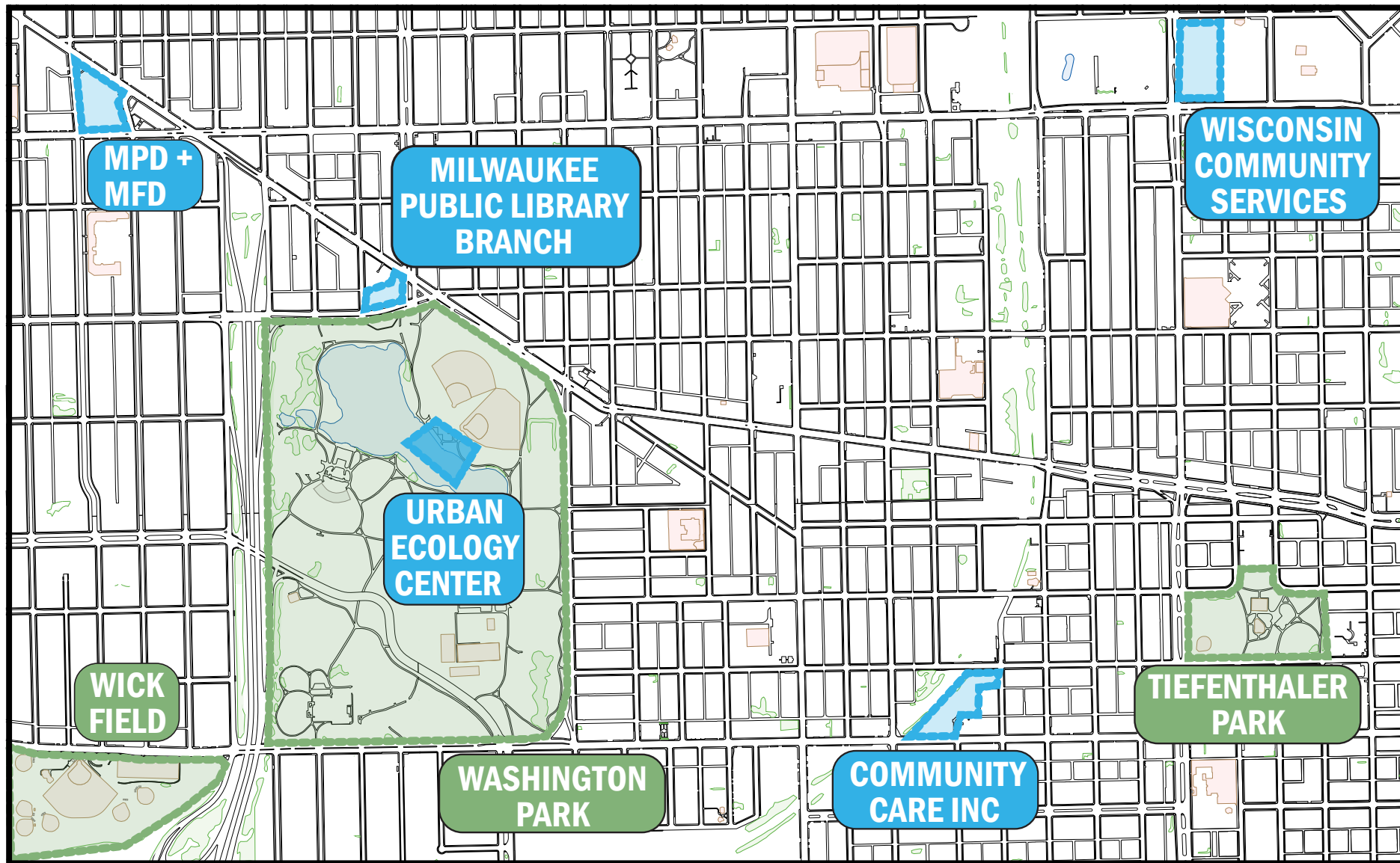
HIGHLIGHTS

1,649 Properties

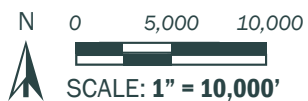
- Owner Occupied – 713
- Non-Owner-Occupied – 936

1,313 Different Owners

source: Department of City Development



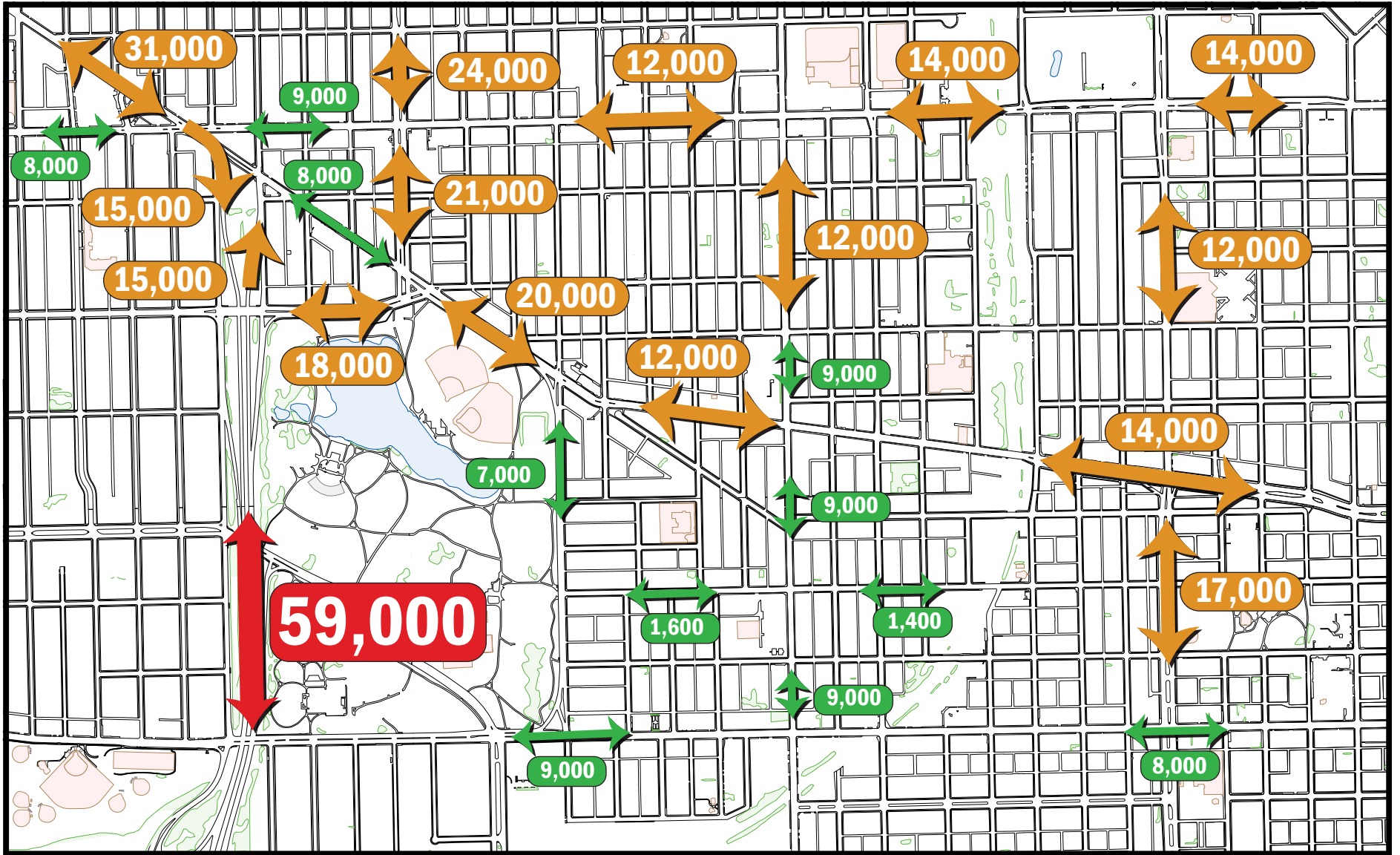
PARKS AND INSTITUTIONS



Data Sources: Map Milwaukee, Milwaukee County Land Information Office

KEY

- Park and Open Space
- Institution

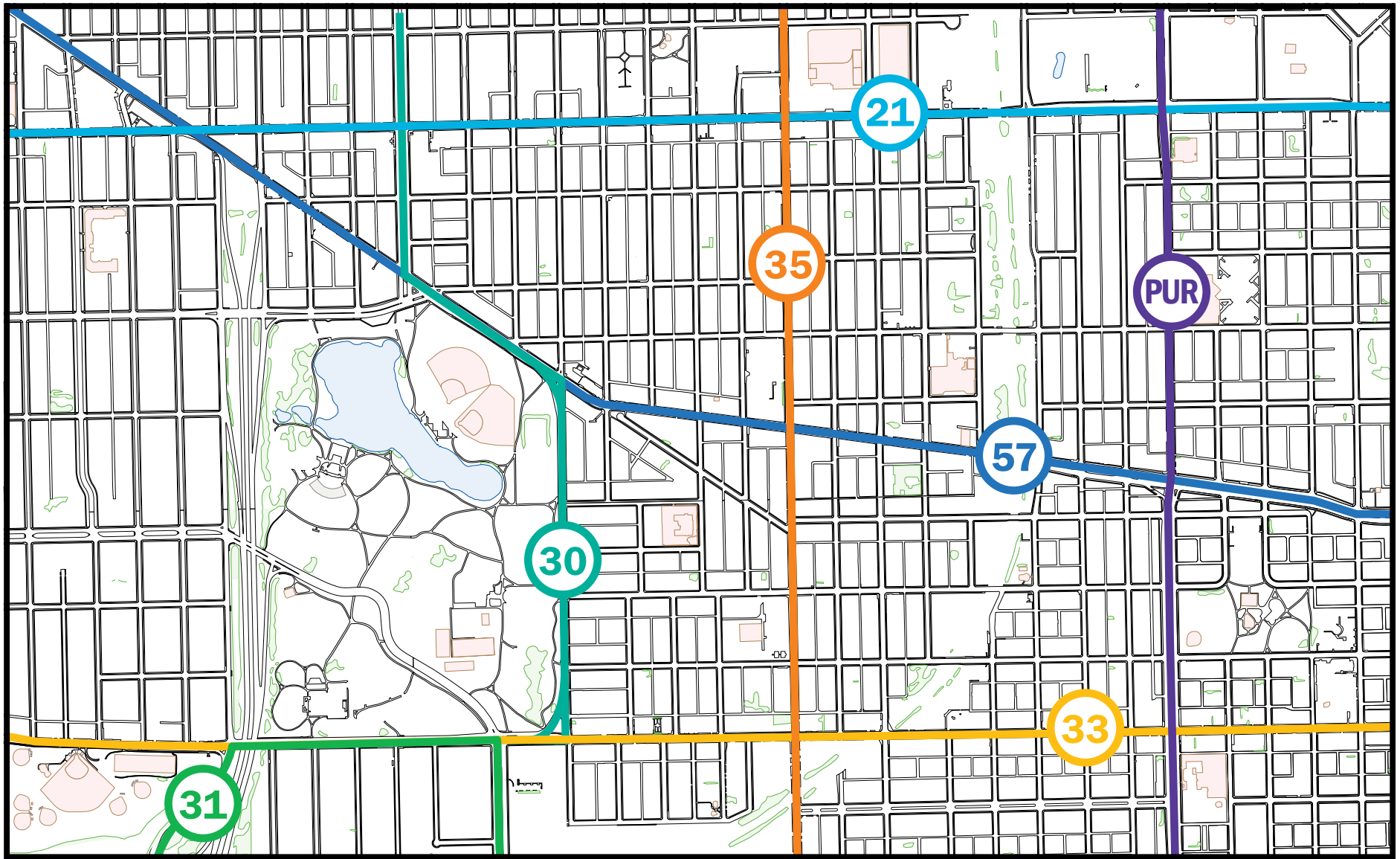


TRAFFIC COUNTS

N 0 5,000 10,000 Data Sources: Map Milwaukee, Milwaukee County Land Information Office
 SCALE: 1" = 10,000'

KEY

- 49,999 - 99,999 Average Annual Daily Traffic
- 9,999 - 49,999 Average Annual Daily Traffic
- 999 - 9,999 Average Annual Daily Traffic



TRANSIT ROUTES

N 0 5,000 10,000

SCALE: 1" = 10,000'

Data Sources: Map Milwaukee, Milwaukee County Land Information Office

ROUTES

- | | |
|-------------------------|-----------------------|
| 21: North Ave | 35: 35th St |
| 30: Sherman - Wisconsin | 57: Walnut - Appleton |
| 31: State - Highland | PurpleLine: 27th St |
| 33: Vliet - 84th | |

LISBON AVENUE STREET IMPROVEMENTS

Street Reconstruction

The City of Milwaukee is currently undertaking a traffic safety improvement on the Walnut-Lisbon corridor.

The street will be reconstructed from 20th St. to 40th St. and will include:

- Protected Bike Lanes
- Bus Boarding Lanes
- Pedestrian Safety Improvements

The project is currently in its last round of engagement, and final design. Construction is scheduled to begin in 2027.



Image 10. Current condition of the Walnut-Lisbon Avenue corridor.

source: Department of Public Works

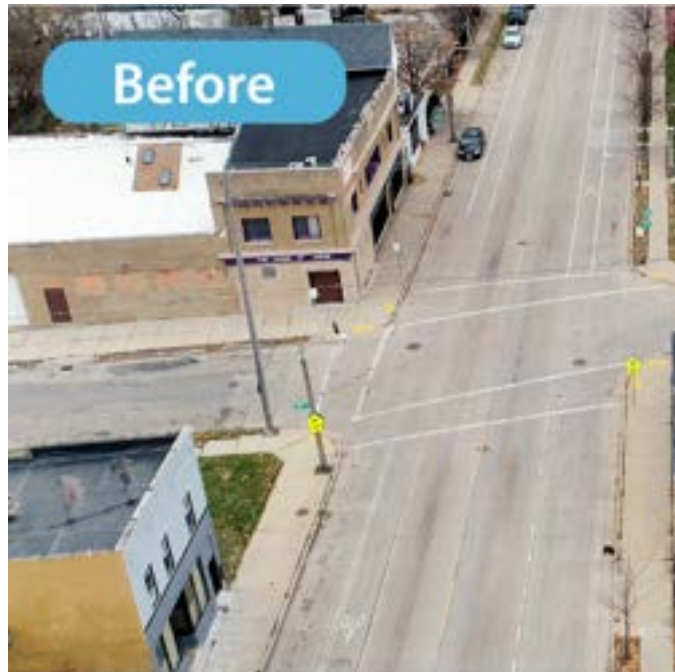


Image11. Current condition of the W Lisbon Ave corridor.

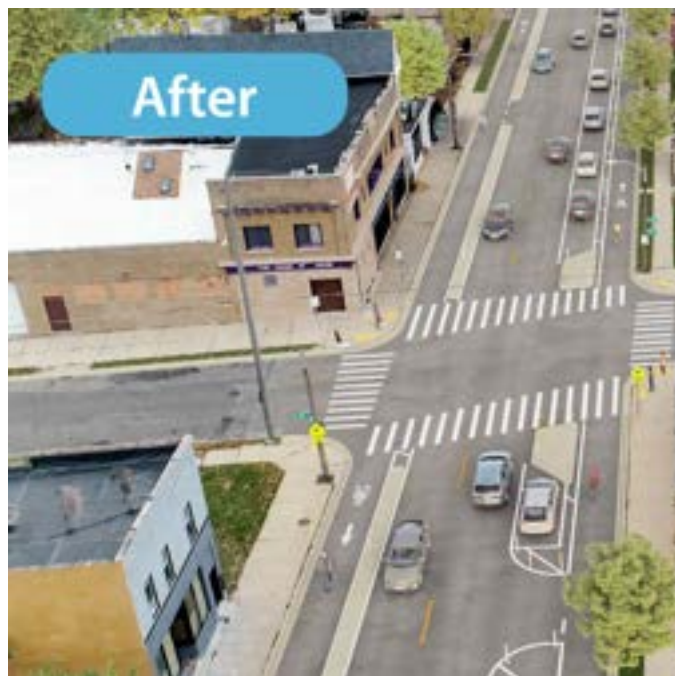


Image 12. Planned design of the W Lisbon Ave corridor.



source: Department of Public Works

PRECEDENT: Mixed Use Residential and Grocery

Broadway Lofts (2023)

Mount Pleasant, MI

- New Construction
- 1.4 Acres, 4 Stories
- 48 Affordable Units
- 10,350 SF Co-op and grocery space
- Amenities include community room, in-unit laundry, outdoor dining area



Image 13. Cooperative grocery interior



Image 14. Exterior view or corner grocery



Image 15. One-bedroom unit in the building

PRECEDENT: Townhomes

Park Terrace Bluff Homes and Row Homes

Milwaukee, WI

- Modern townhomes along N Commerce St. in Milwaukee
- Over 15 units along the Beerline Trail
- Design variations and repetition



Image 17. Townhome interior



Image 16. Townhomes on the bluff



Image 18. Front doors to townhomes

PRECEDENT: Mixed Income Housing

The Rose (2015)

Minneapolis, MN

- New construction
- 90 units (43 market rate + 48 affordable)
- 1.62 acres and 4 stories
- Amenities include community room, yoga studio, community garden, fitness room, and playground



Image 19. Community Garden



Image 20. Residential community courtyard



Image 21. Children playing on mounds

PRECEDENT: Non-Profit Grocery

Bargain Grocery Store (2024)

Troy, NY

- Adaptive Reuse
- 20,000 SF Store
- Non-Profit, Discount Grocery Store
- Located in Food-Insecure Neighborhood



Image 23. Grocery exterior



Image 22. Grocery produce section



Image 24. Customers shopping

PRECEDENT: Grocery Market & Cafe

Erewhon Market (2024)

Santa Monica, CA

- Adaptive Reuse
- 10,500 SF building
- Indoor cafe with outdoor seating
- Garden Terrace
- Open space market concept
- Skylights provide natural light



Image 26. Erewhon exterior



Image 25. Grocery interior



Image 27. Cafe area within the market

PRECEDENT: Coffee Shop and Co-working Space

Highport Cafe & Market (2024)

Reedsport, OR

- Adaptive Reuse
- 5,000 SF building
- Ground floor cafe
- Upstairs co-working and office space



Image 29. Cafe exterior



Image 28. Interior dining area



Image 30. Office space on second floor

PRECEDENT: Restaurant and Detail

Herbst Eatery and Farmstand (2023)

St. Paul, MN

- Adaptive Reuse
- 4,600 SF building
- Farm-focused restaurant with retail space for selling produce
- Covered outdoor dining area



Image 31. Outdoor dining



Image 32. Exterior view



Image 33. Indoor dining

PRECEDENT: Neighborhood Offices

The Merchant (2025)

Columbus, OH

- Adaptive Reuse
- Formerly grocery store
- 5,800 SF of co-working space
- Amenities include a conference room, huddle area, kitchen, and private office spaces



Image 34. Exterior view of The Merchant building



Image 35. Communal space



Image 36. Private offices

PRECEDENT: Neighborhood Services Mixed Use

Milwaukee Public Library East Branch (2014)

Milwaukee, WI

- New Construction
- First floor library
- 16,500 SF and 5 stories
- Upper floors residential



Image 37. Building exterior of library and housing



Image 38. Communal balcony for The Standard MKE Apartments



Image 39. Library interior

PRECEDENT: Youth Engagement and Leadership

The PEAK Foundation

Milwaukee, WI

- Pavilion in Tiefenthaler Park
- Offers year-round programs for youth
- Focuses on providing opportunity for experience-based learning



Image 40. Youth sports at the PEAK Complex



Image 41. Youth training at the PEAK Complex



Image 42. Program promotion

PRECEDENT: Streetscaping and Placemaking

Streetscaping

- Lighting
- Bike Racks
- Seating
- Signage
- Outdoor Dining
- Branding

Program Options

Public Spaces could feature:

- Rotating lineup of culinary food trucks
- Beer and wine vendors with Carnival games, WiFi, TV screens, heat lamps, and being dog-friendly
- Space to host events like Trivia and World-Cup Finals environment



Image 43. Unique street lighting



Image 44. Bike rack



Image 44. Food Truck Square



Image 45. Shading over seating



Image 46. Sidewalk cafe

FOCUS GROUPS and DEVELOPER INTERVIEWS

Resident and Community Stakeholders

Two Focus Groups were conducted, one with area residents and a second with major stakeholders and business owners. The purpose was to gather input about preferred uses, placemaking, and programming for the Opportunity Sites.

Key ideas and priorities identified for enhancing the W. Lisbon Avenue corridor:

- Need a grocery and food options
- Want affordable housing options
- Improve the pedestrian environment
- Explore training options
- Provide opportunities for youth
- Enhance the character and identity
- Create places to gather
- Connect to the future 30th Street Rails to Trails

Developer Input

Local developers were interviewed to understand the market potential for various uses and densities, perception of investors, and what is needed to attract development along the corridor. Several developers noted the proximity to Washington Park and the future Rails to Trails as important amenities. They perceive the corridor is a “through street,” providing a connection to downtown, but the corridor is not memorable. There is concern about the execution of small projects and overall financing feasibility without a subsidy.

Developers felt affordable housing could be supported at various densities and build upon existing single family investments. Both rental and ownership opportunities are needed, with smaller units helping to mitigate high construction costs.

A neighborhood scaled ethnic grocery could include fresh food and ready-to-eat options. Destinations are needed to create opportunities to stop along the corridor, serve residents, and bring visitors.



Image 47. Photograph of residents and stakeholders at Stakeholder Focus Group.

CHARETTE DAY Engaging the Community

February 23, 2026



Image 48. Cluster of photographs from the charette

OPPORTUNITY SITES

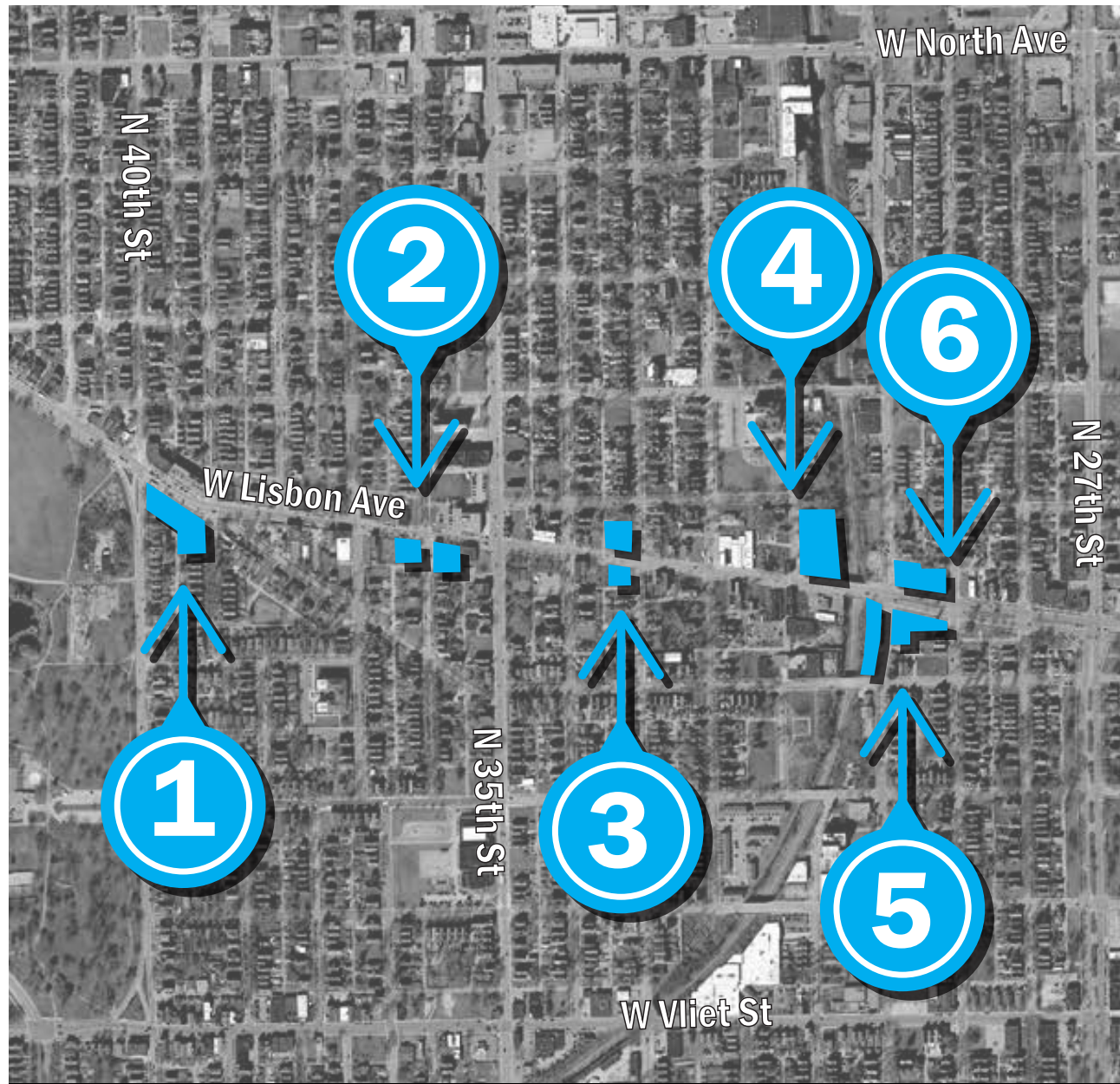


Image 49. Aerial map identifying the six Opportunity Sites.

RINKA+

DAN BEYER
ARCHITECTS



KORB

SITE 1: 3903 W Lisbon Avenue



Image 50. Aerial image of the Site 1 properties.

Lot	Owner	Zoning	Address
1	Moneer Y Arabyat	CS	3931 W Lisbon
2	Purposeful Play LLC	CS	3903 W Lisbon

Site Info

3903 W Lisbon Ave
Milwaukee, WI

2 Parcel(s) with a total of 0.90 Acres

1 Building remaining

SITE 1: 3903 W Lisbon Avenue

Potential

New Construction

Possible Uses

- Mixed-use with housing
- Business services connected to Rooted & Rising and other non-profits
- Job training
- Youth Engagement - music, art, entertainment, podcasts
- Food Hall
- Neighborhood Gateway with public space and signage

Other Notes

- Recent demolition
- Great connection to Washington Park
- Onsite parking needed
- Alley access for garages and underground parking
- Promote home ownership and affordable rental
- Density supported



Image 51. Aerial image of the Site 1 properties.

SITE 1: Mixed-Use Gateway

Proposal by: RINKA

Site Context

The corner of 40th Street and Lisbon Avenue represents a prominent threshold to the Washington Park neighborhood. 40th Street establishes the park's eastern edge, while Lisbon Avenue defines its northern boundary and bends at this intersection—creating a highly visible and uniquely shaped gateway condition. This geometry presents both challenges and opportunities to reinforce identity, improve connectivity, and establish a strong sense of arrival.

Programming + Development Objectives

Community input and prior planning efforts identified this site as a key gateway opportunity along Lisbon Avenue, with a strong emphasis on community-serving uses. Building on that feedback, the team explored a mix of complementary programs that support both daily activity and long-term neighborhood investment:

Youth Programming – Dedicated space for youth engagement and activities to support community health with potential neighborhood partnerships such as the Urban Ecology Center.

Neighborhood Café – A welcoming, family-friendly gathering space that supports daily social interaction, could be integrated with youth job training.

Co-Working / Small Business Space – Flexible workspace to support local entrepreneurs and small business growth.

Job Training + Resource Center – Space for nonprofit-led workforce development and skills training.

Residential (Range of Offerings) – A mix of rental units and owner-occupied townhomes that expands housing choice while creating opportunities for long-term stability and generational wealth building within the neighborhood.

Public Plaza + Gathering Space – A visible, inviting open space that anchors the gateway experience and serves as a safe, flexible “third place” adjacent to Washington Park.

Defining the Gateway

As articulated through the charrette process, the gateway is envisioned as a welcoming point of arrival that signals entry into the Washington Park neighborhood. The design strengthens connections between Lisbon Avenue,

the site, and the park through enhanced visibility, active uses, and improved pedestrian safety.

Development Concept

The proposed concept organizes the site around a mixed-use building that frames the corner and reinforces Lisbon Avenue as an active corridor. Ground floor uses prioritize community-oriented programming—including youth space, café, co-working, and job training—creating an active and transparent street presence.

A core priority of the concept is to deliver a range of residential offerings, pairing upper-level multifamily rental units with owner-occupied townhomes along 39th Street. This approach supports both near-term housing demand and long-term wealth-building opportunities, while providing a compatible transition to the surrounding neighborhood fabric. Parking is accessed from the alley to preserve an active pedestrian frontage along Lisbon Avenue.

Strategic adjustments to the alley alignment allow for expanded usable area, supporting both parking

SITE 1: Mixed-Use Gateway

efficiency and opportunities for outdoor programming.

Public Realm + Open Space Strategy

The Lisbon Avenue corner is anchored by a gateway plaza that integrates signage, gathering space, and outdoor activity. By setting back portions of the ground floor, the plaza extends along the west and south edges of the building—creating a continuous and flexible outdoor environment. This space can support informal gathering, programmed events, and outdoor café seating, reinforcing the site as a social and civic extension of Washington Park.

Development Summary

Café / Youth Center:

Square Footage: 6,000 SF

Parking: Street Parking and Shared Washington Park Lot

Co-Working / Small Business Space:

Square Footage: 2,000 SF

Parking: Street Parking and Shared Washington Park Lot

Job Training + Resource Center:

Square Footage: 2,000 SF

Parking: Street Parking and Shared Washington Park Lot

Residential Apartments:

Square Footage: 55,200 SF

of Units: 48

Building Height: 50 Feet

Parking: 42 Covered Parking at the base of building, 18 outdoor secured parking

Residential Single-Family Townhomes:

Square Footage: 6,750 SF

of Homes: 3

Building Height: 25 Feet

Parking: 12 Stalls (2 garage stalls & 2 guest driveway stalls per townhome)

Activated Corner Plaza & Patio Space:

Square Footage: 5,500 SF



Image 52 and 53. RINKA team engaging with charette participants

SITE 1: Mixed-Use Gateway Priorities

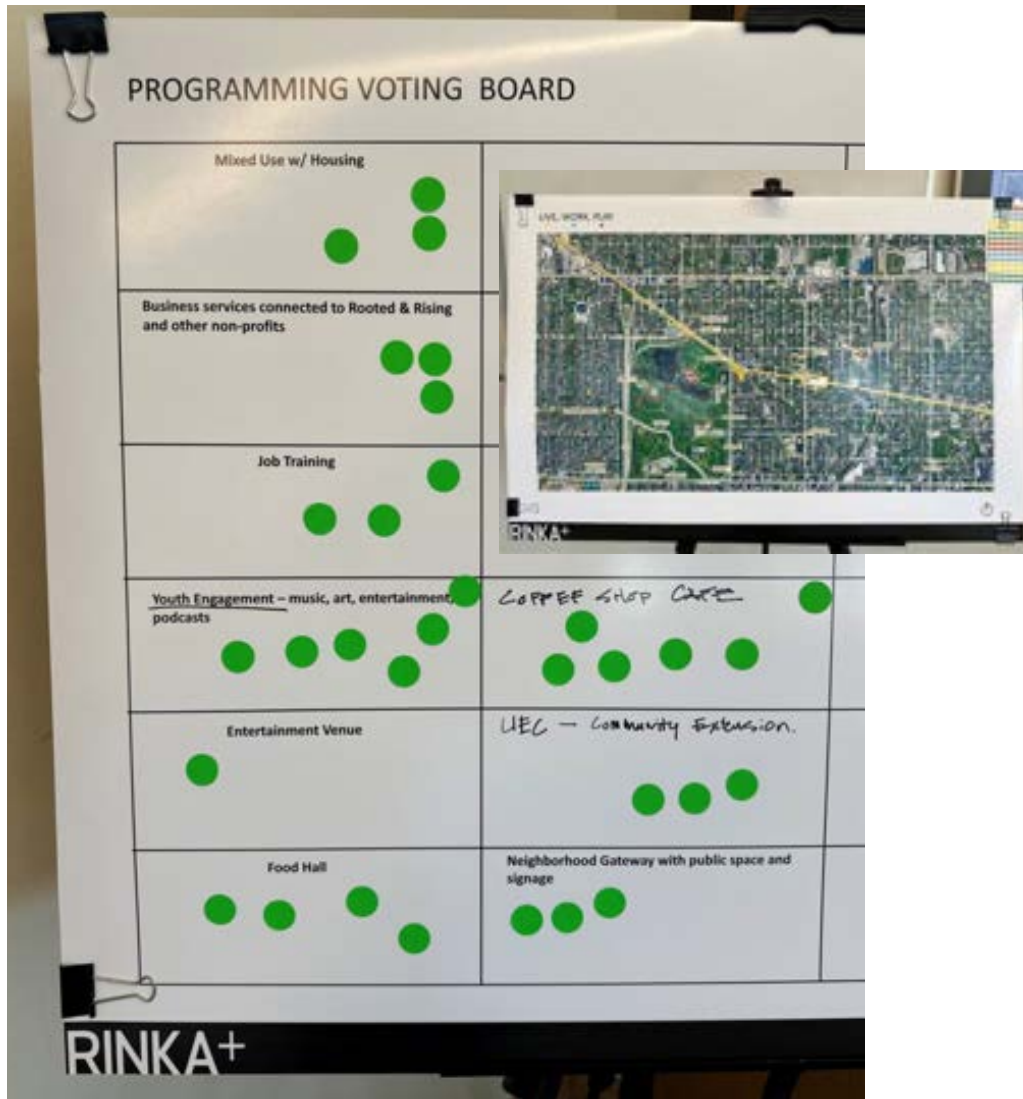


Image 54. Public engagement board indicating preferred programs.

Gateway Vision Statement

"A 'Gateway' - represents a warm and welcoming sense of arrival into the Washington Park neighborhood. The design strengthens the connection between the active corridor and the community gathering spaces on the site and safer pedestrian connectivity to Washington Park.

What we heard Charette participants want:

- Gateway and neighborhood identifier
- Cultivating neighborhood pride
- Green gathering space
- Branding for the corridor
- Safer pedestrian access to Washington Park
- Learn/Work opportunities in the evenings
- Coffee shop, cafe, grocery store
- Connections to the communities to the north and the east
- Reaching out to local schools for youth engagement
- Housing with secured parking

SITE 1: Gateway site with housing over retail and resources



Image 55. Architect's rendering of the proposed use for the site. Ideas and building concepts, 3d model and renderings designed by RINKA inc. Renderings enhanced with AI

SITE 1: Circulation improvement diagrams



Image 56. Diagrams illustrating circulation network analysis and proposed improvements.

SITE 1: Plaza, housing, cafe, job training



Image 57. Diagrams illustrating solar access, neighborhood connectivity, and program distribution.

SITE 1: Residential apartments and townhomes



Image 58. Diagram of upper level floors noted as residential.

SITE 1: Enhanced pedestrian safety and active corner



Image 59. Architect's rendering of the proposed use for the site. Ideas and building concepts, 3d model and renderings designed by RINKA inc.
Renderings enhanced with AI.

SITE 2: 3519 + 3605 W Lisbon Avenue



Image 60. Aerial image of the Site 2 properties.

Lot	Owner	Zoning	Address
1	City of Milwaukee	CS	3605 W Lisbon
2	City of Milwaukee	CS	3601 W Lisbon
3	Kehr’s Kandy Kitchen LLC	CS	3531 W Lisbon

Site Info

3605-3519 W Lisbon Ave
Milwaukee, WI

5 Parcel(s) with a total of 0.61 Acres

1 Building with a total of 3,564 Ft²

Lot	Owner	Zoning	Address
4	City of Milwaukee	CS	3527 W Lisbon
5	City of Milwaukee	CS	3519 W Lisbon

SITE 2: 3519 + 3605 W Lisbon Avenue

Potential

New Construction

Possible Uses

- Mixed-use
- Housing - townhome scale or small multi-family
- Ground Floor Neighborhood Retail (Cafe, Coffee, Other)
- Business services to support Progressive
- Job training related to Progressive

Other Notes

- Onsite parking needed
- Alley access
- Progressive Pharmacy opening soon
- Kehr's Kandy Kitchen existing building



Image 61. Aerial image of the Site 2 properties.

SITE 2: Food Market, Fitness, Cafe, Coffee

Proposal by: Dan Beyer Architects

This proposal envisions the construction of two new structures and the renovation of an existing building across two sites fronting Lisbon Avenue, bisected by 36th Street. Through ongoing discussions with neighborhood leaders and stakeholders, a range of potential uses were explored to address community needs and activate this stretch of Lisbon Avenue with a pedestrian-scaled, traffic-calming development.

A key anchor in the neighborhood is the Progressive Community Health Center, located directly across from the site. This center provides essential medical and behavioral health services to the community and employs over 50 staff members daily. As such, it represents a built-in user base that could directly benefit from and support the proposed development, provided it offers complementary and relevant amenities.

Programming

Engagement with neighborhood stakeholders identified several priority uses that respond to community needs and demonstrate strong potential for long-term success:

Community Grocer / Boutique Market

(5,650 sf): A neighborhood-focused market offering fresh food, household staples, and convenient grab-and-go breakfast and lunch options for residents, employees, and visitors. Adjacent to a coffee shop functioning as an art gallery curated by community members through art therapy.

Co-working Studios / Art Therapy

Classes (5,650 sf): Flexible spaces dedicated to creative and therapeutic programming, supporting mental health and community well-being.

Fitness Center (20,160 sf): A multi-purpose facility designed to engage youth and adults alike, offering activities such as pickleball, yoga, weight training, and dance classes. The fitness center also presents opportunities for partnership with Progressive Community Health Center, particularly for physical therapy programming. Additionally, the space could serve nearby daycare facilities by providing year-round indoor recreational opportunities for children.

Protein Shake / Juice Bar (1,060

sf): A casual gathering space that supports daily neighborhood activity and

complements both the marketplace and fitness center

Parking: 24 parking spaces to support not only the proposed program, but also overflow for Progressive Clinic.

Development Concept

The development strategy situates new construction on each parcel while incorporating the existing two-story commercial building at the corner into a cohesive and integrated site plan.

The Fitness Center is located on the **east parcel** and is designed to connect with the existing structure, creating a unified campus that includes fitness areas, a café opportunity, and supporting spaces. The building is set back from Lisbon Avenue to create a welcoming entrance courtyard, which can also function as an outdoor activity space. This approach preserves two mature trees, integrating them into the design and enhancing the pedestrian experience.

On the **west parcel**, the Marketplace and Coffee Shop occupy the ground floor, creating an active and inviting street presence. The second floor

SITE 2: Food Market, Fitness, Cafe, Coffee

accommodates therapy and counseling spaces, complemented by an accessible rooftop patio that provides outdoor amenity space. The masonry façade reinforces the street edge along Lisbon Avenue, while an angled setback creates a defined and inviting entry point aligned with the geometry of the street.

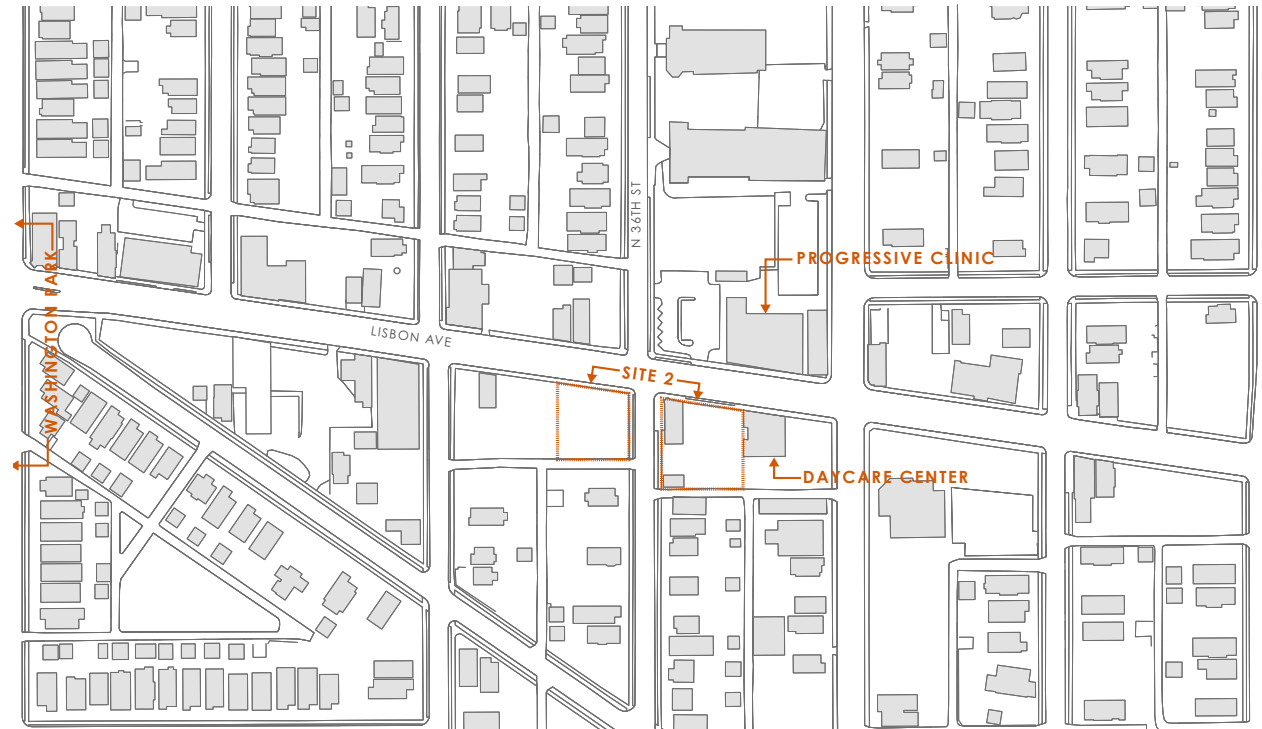


Image 62. Plan placing the site in context to the Progressive Clinic, Daycare Center, and Washington Park.

Image 63 and 64. Dan Beyer team engaging with charette participants and presenting concept ideas

SITE 2: Ground Floor Uses

Food Market + Coffee

Cafe + Fitness

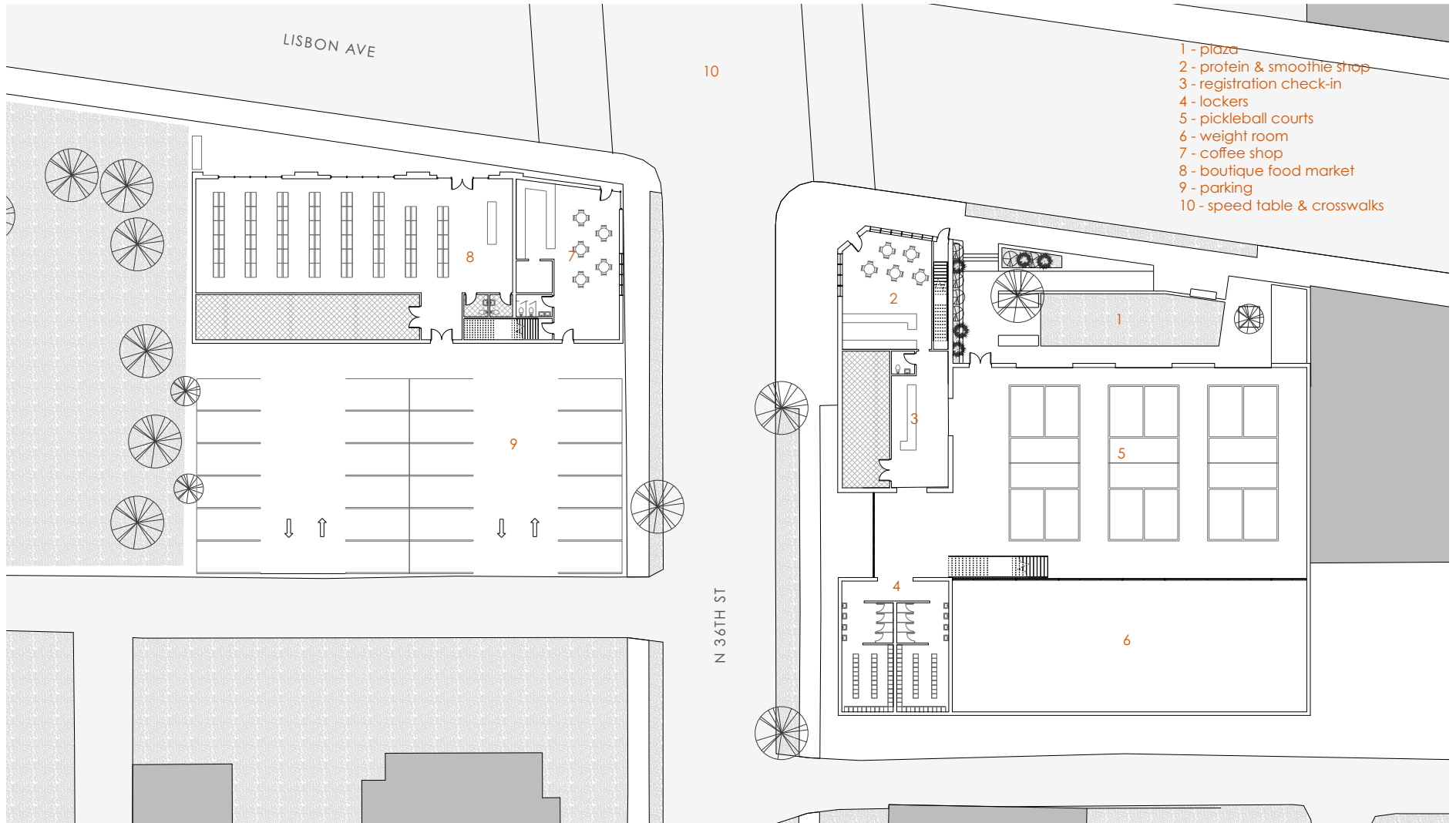


Image 65. Ground floor plan of the proposed use for the site.

SITE 2: Second Floor Uses

Co-working or therapy spaces over the Food Market

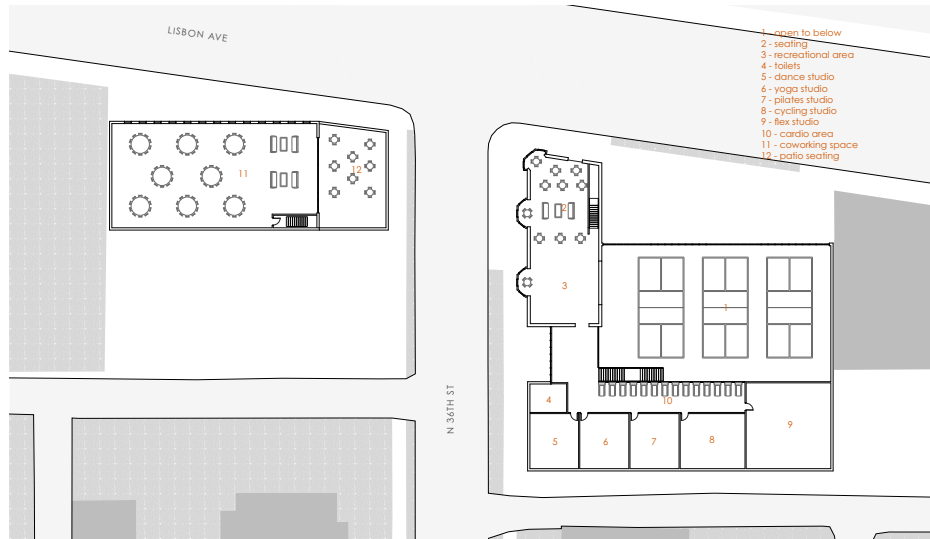


Image 66. Second floor plan of the proposed use for the western building. Ground floor for the eastern building.



Image 67. Architect's rendering of the proposed use for the site. Renderings augmented with AI.

SITE 2: Plaza in front of the fitness center, corner cafe



Image 68. Architect's rendering of the plaza and fitness center for the site. Renderings augmented with AI. The Department of Public Works proposal includes a separated bike lane in this location.

SITE 2: Plaza in front of the fitness center, corner cafe



Image 69. Architect's rendering of the proposed fitness center for the site. Renderings augmented with AI.



Image 70. Architect's rendering of the adaptive reuse for the Kehr's Kandy building. Renderings augmented with AI.

SITE 2: Coffee shop, Food Market, and public parking



Image 71. Architect's rendering of the proposed coffee shop, food market, and upper studio uses for the site. Renderings augmented with AI. The Department of Public Works proposal includes a separated bike lane in this location.

SITE 2: Street activation with a food market and corner coffee



Image 72. Architect's rendering of the proposed coffee shop and food market for the site. Renderings augmented with AI. The Department of Public Works proposal includes a separated bike lane in this location.

SITE 3: 3301-3316 W Lisbon Avenue



Image 73. Aerial image of the Site 3 properties.

Lot	Owner	Zoning	Address
1	City of Milwaukee	CS	3315 W Lisbon
2	RACM	CS	3316 W Lisbon
3	RACM	CS	3304 W Lisbon
4	RACM	CS	3300 W Lisbon

Site Info

3301-3315 W Lisbon Ave
Milwaukee, WI

7 Parcel(s) with a total of
0.56 Acres

0 Buildings

Lot	Owner	Zoning	Address
5	RACM	CS	3309 W Lisbon
6	RACM	CS	3305 W Lisbon
7	RACM	CS	3301 W Lisbon

SITE 3: 3301-3316 W Lisbon Avenue

Potential

New Construction

Possible Uses

- Mixed-use with housing
- Housing
- Community gardening or public space integration
- Ground floor neighborhood retail (Cafe, Coffee, Other)

Other Notes

- Onsite parking needed
- Alley access could shift on the north side
- Alley access south side
- Potential programming or partnership with Amaranth Bakery & Cafe (34th and Lisbon)



Image 74. Aerial image of the Site 3 properties.

SITE 3: Townhomes and Apartments

Proposal by: Quorum Architects

Site 3 includes two groupings of parcels; the north site includes (3) vacant parcels on a corner and a north-south alley. The south site includes (4) vacant parcels on a corner that are adjacent to an outdoor garden and gathering space for a vibrant community amenity called Amaranth Bakery and Café.

North Site Townhomes

The proposed design provides (4) two-story townhomes with both covered and uncovered parking spaces off the newly oriented east-west alley. Each townhome has a private entrance with a green roof canopy and individual outdoor space in the front, as well as a backyard with built-in planter boxes. The design of the townhome sequencing is repeated for ease of construction with a slight offset as the site angles with the street. Each townhome unit includes (3) bedrooms, (1) open den space which is convertible to a fourth bedroom if needed, and (2-1/2) bathrooms. It has an open-concept first floor and an open wrap around stair to the second level which provides visual interest upon entering. No basement is shown to reduce the cost of construction.

A basement could be added with no interruption to the current layout.

The proposed owners/tenants of the townhomes based on community feedback are young adults looking to own a home or families looking to move close to relatives. While not shown, the idea of a live/work unit was discussed with residents. Our design team feels this could be accommodated by 1) reducing the number of bedrooms or 2) adding a third level to the townhomes with the front half of the first floor being retail or an office. All options could be evaluated by a developer.

South Site Apartments

There was strong community input to maintain a level of openness for public space integration with a connection to Amaranth Bakery and Café to the west. The community also expressed a need for supportive housing with smaller units or senior housing. Seniors could remain in the neighborhood or live across the street from their families in the townhomes, creating a generational familial community.

The proposed building provides a multi-family complex with below grade parking accessed off the rear alley, with (2) 500SF leasable retail spaces at ground level, a community / resident wellness space, and a 1,200SF leasable / programmable all-season “third-space” directly off of the public outdoor space.

The multi-family includes: (3) Studio apartments at 530 SF, (3) 2-Bed/1-Bath apartments at 796 SF, and (9) 1-Bed/1-Bath apartments between 620 - 738 SF. Each apartment has its own washer/dryer as well as a dedicated parking space below grade.

South Site Gathering Space

The public space is open for the potential use of outdoor yoga classes, markets, music shows, and other activities the community feels is welcome in this venue. The concept includes permanently installed wood benches on a stamped/colored concrete, framing the center green space in a dynamic shape to give visual interest. There are opportunities to bring stormwater management interventions to this site, especially

SITE 3: Townhomes and Apartments

through the passive engagement with the roofs. The south facing butterfly roof could also be a feature for solar PV panels.

Lisbon Avenue is shown with the new proposed markings and concrete protective barriers, including a new bus stop. This adds a level of protection to bikers and pedestrians alike.



Image 75. Photograph of Quorum team sketching.

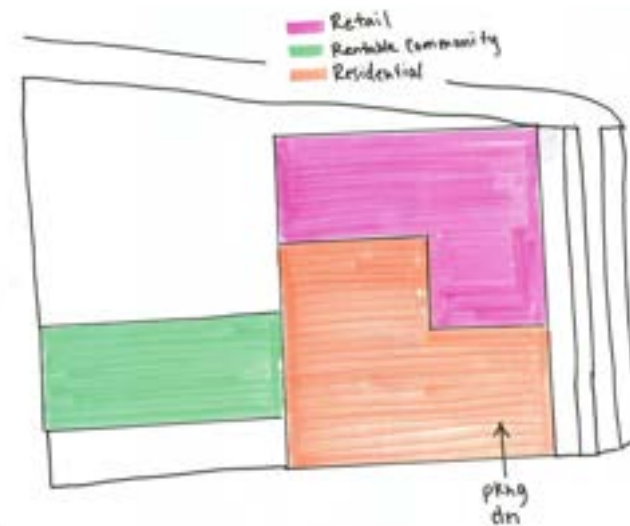
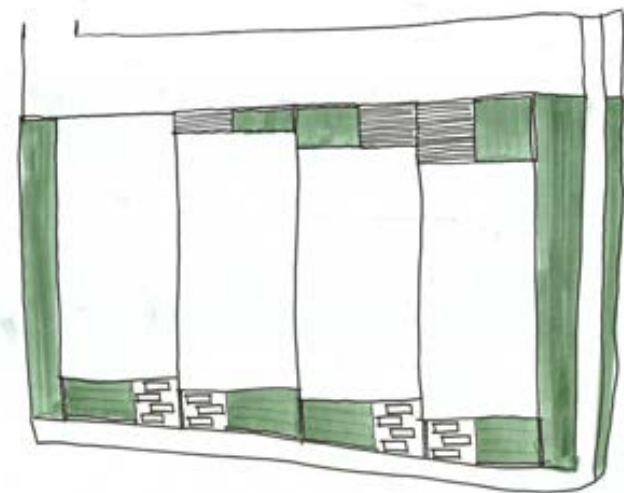


Image 76. Diagrams of proposed building form and program for the site.

SITE 3: Development sketches for the north and south sites

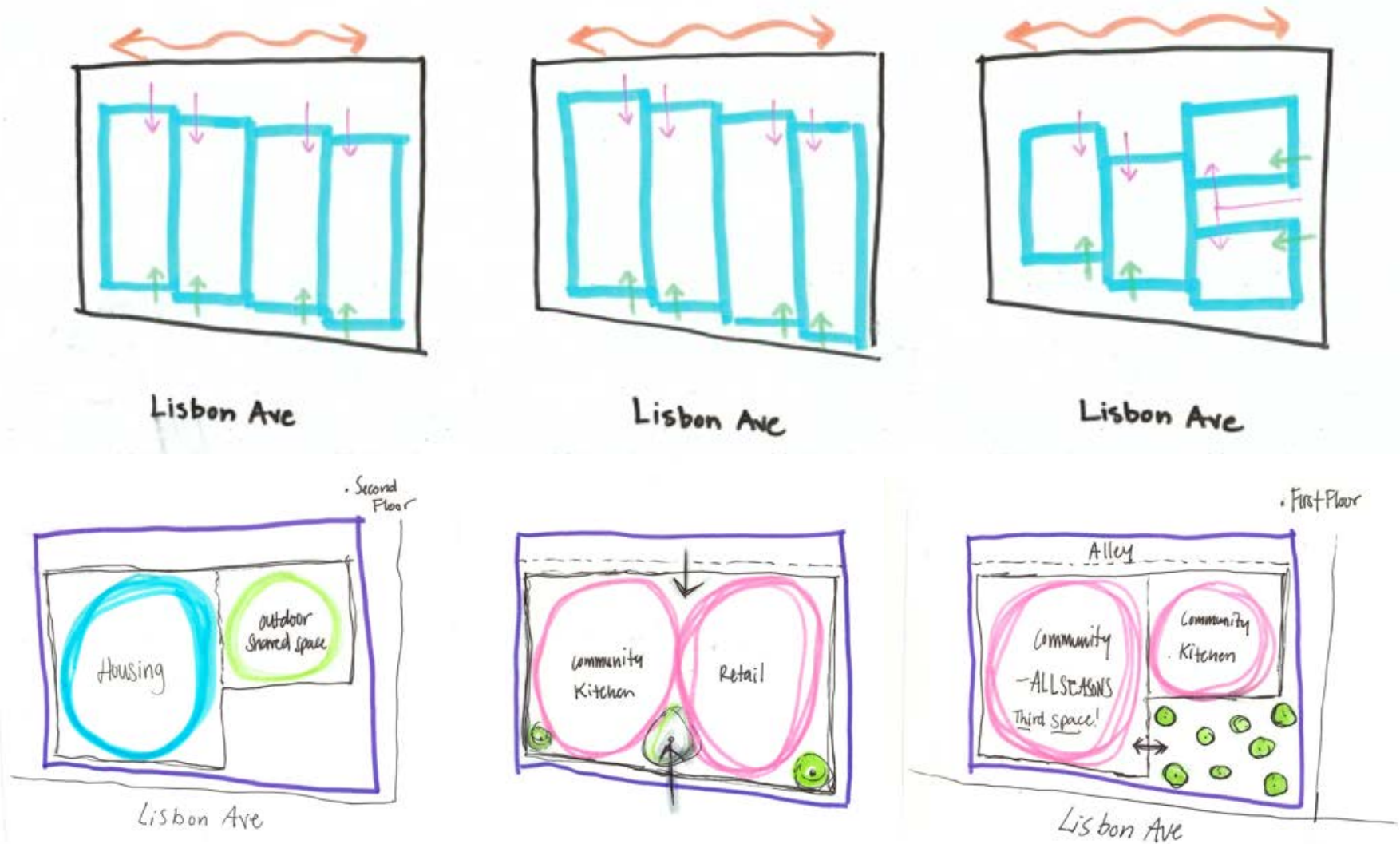


Image 77. Diagrams of proposed building form and program for the site.

SITE 3: New construction apartments and townhomes



Image 78. Architect's rendering of the proposed uses for the site. Illustration shows the proposed street improvements.

SITE 3: Site Plan



Image 79. Site plan showing the two separate buildings in context with one another.

SITE 3: Townhome first floor plan

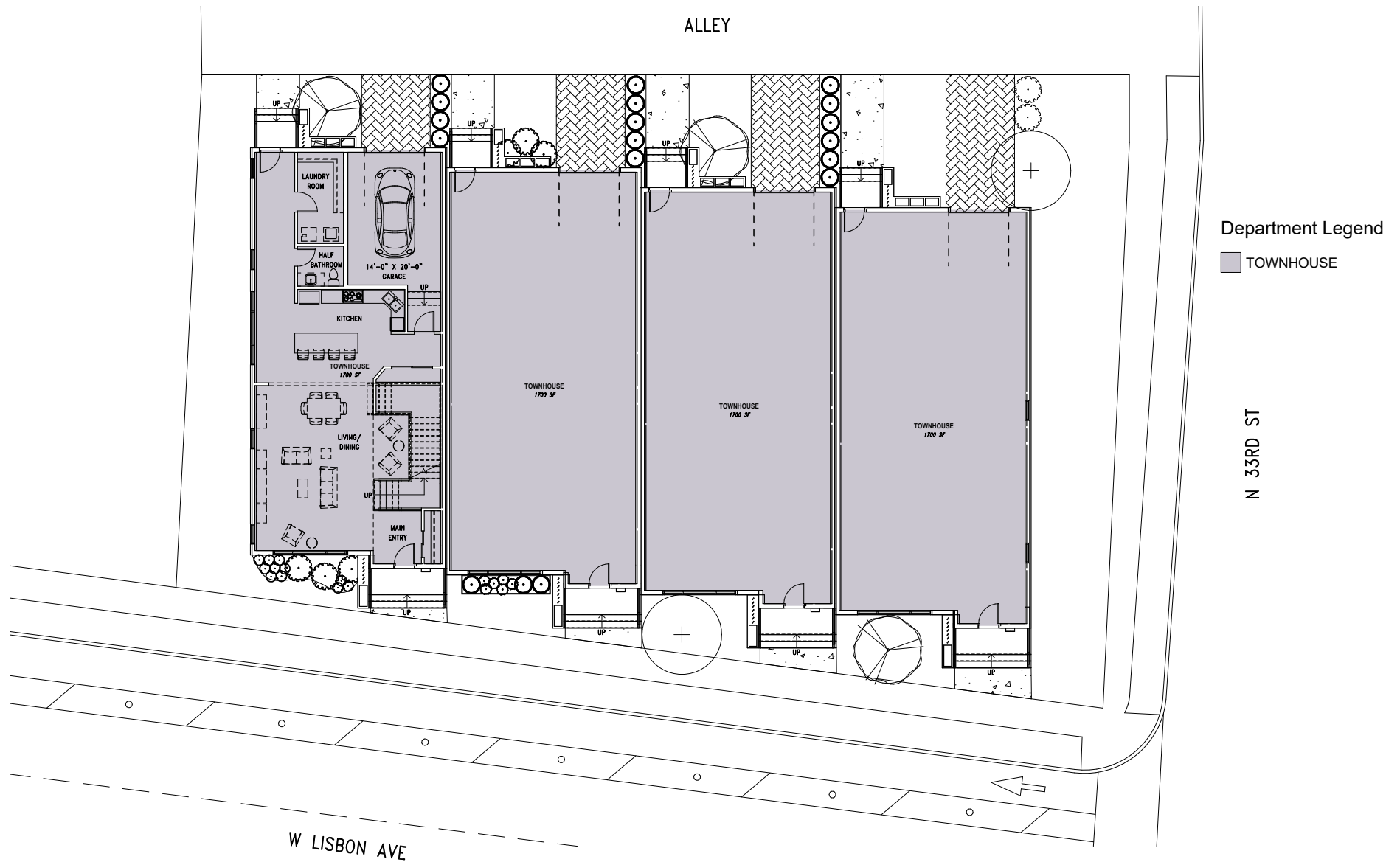


Image 80. Floor plan of proposed townhomes.

SITE 3: Townhome individual entrances facing Lisbon Avenue



Image 81. Architect's rendering of the proposed townhomes.

SITE 3: Apartments, ground floor shared space

Outdoor green space for gathering and events



Image 82. Architect's rendering of the proposed apartment and outdoor gathering space.

SITE 4: 31st Street + W Lisbon Avenue



Image 83. Aerial image of the Site 4 properties.

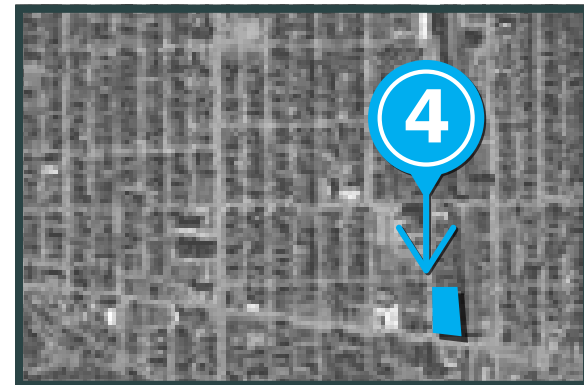
Lot	Owner	Zoning	Address
1	Kong C Cha	RT4	1834 N 31st St
2	City of Milwaukee	RT4	1830 N 31st St
3	City of Milwaukee	RT4	1822 N 31st St
4	Ambrose Rhodes	IM	1818 N 31st St

Site Info

1834-1812 N 31st St +
3044-3034 W Lisbon Ave
Milwaukee, WI

7 Parcel(s) with a total of
1.38 Acres

Multiple Buildings with a total of
3,760 Ft²



Lot	Owner	Zoning	Address
5	RACM	IM	1812 N 31st St
6	RACM	IM	3044 W Lisbon
7	RACM	IM	3034 W Lisbon

SITE 4: 31st Street + W Lisbon Avenue

Potential

New Construction

Possible Uses

- Mixed-use along Lisbon Ave.
- Different housing types (townhomes, duplexes, cottage courts, senior housing)
- Ground floor neighborhood retail (Cafe, Coffee, Other)
- Public spaces within the development and overlooking the trail

Other Notes

- Master Plan full site
- Potential ramp connection to trail (south bound)
- Ongoing discussions to fund Rails-to-Trails
- Onsite parking needed
- Promote home ownership and affordable rental



Image 84. Aerial image of the Site 4 properties.

SITE 4: Housing and Park

Proposal by: Engberg Anderson Architects

Anchoring the corner of Lisbon Avenue and 31st Street, the site provides a development concept that will enhance the Washington Park community. The Lisbon Avenue Corridor, with proposed efforts for traffic calming and protected bikes lanes, creates the opportunity for increased activity and wellness.

Development Concept

The design concept, influenced by desires from community input, resulted in the synthesis of a community green enveloped in housing. With Washington Park located few blocks to the west, the site can be an established green space to the east. The Wisconsin and Southern Railroad runs along the eastern edge of the site, connecting the Rails to Trails Conservancy's program initiative to expand the Route of the Badger bike trail.

The site design creates a destination of gathering and living for all ages. Along 31st Street, the western edge of the site is a 40-unit senior apartment building. Eight townhome units, with outdoor parking, are located on the north edge of the green space. The buildings wrap the

site, providing a buffer between the traffic flow of Lisbon Avenue and the community green space.

Green Space and Plaza

The design includes several access points to the green space and plaza. At grade with Lisbon Avenue, a covered passageway to a curved ramp and performative seating bring residents and visitors down into the site, emphasizing a closer connection to the Rails to Trails on the east and extending the street buffer. Community members have access to a multi-use plaza with connection to an anchor tenant, adjacent to the senior apartment.

Grassy tiered seating, a hard surface plaza, and a transitional event space offer opportunities for countless experiences — farmers' market, bike riding lessons, live music, elementary classes, sunrise yoga, and much more will create a sense of community and place within the green plaza. Additionally, these spaces can enhance the existing community-based programs with Rooted and Rising and Urban Ecology Center.



Image 85. Photograph of EAA architects sketching.



Image 86. Architect's sketch of the proposed uses for the site.

SITE 4: Site plan for apartments, townhomes, and park

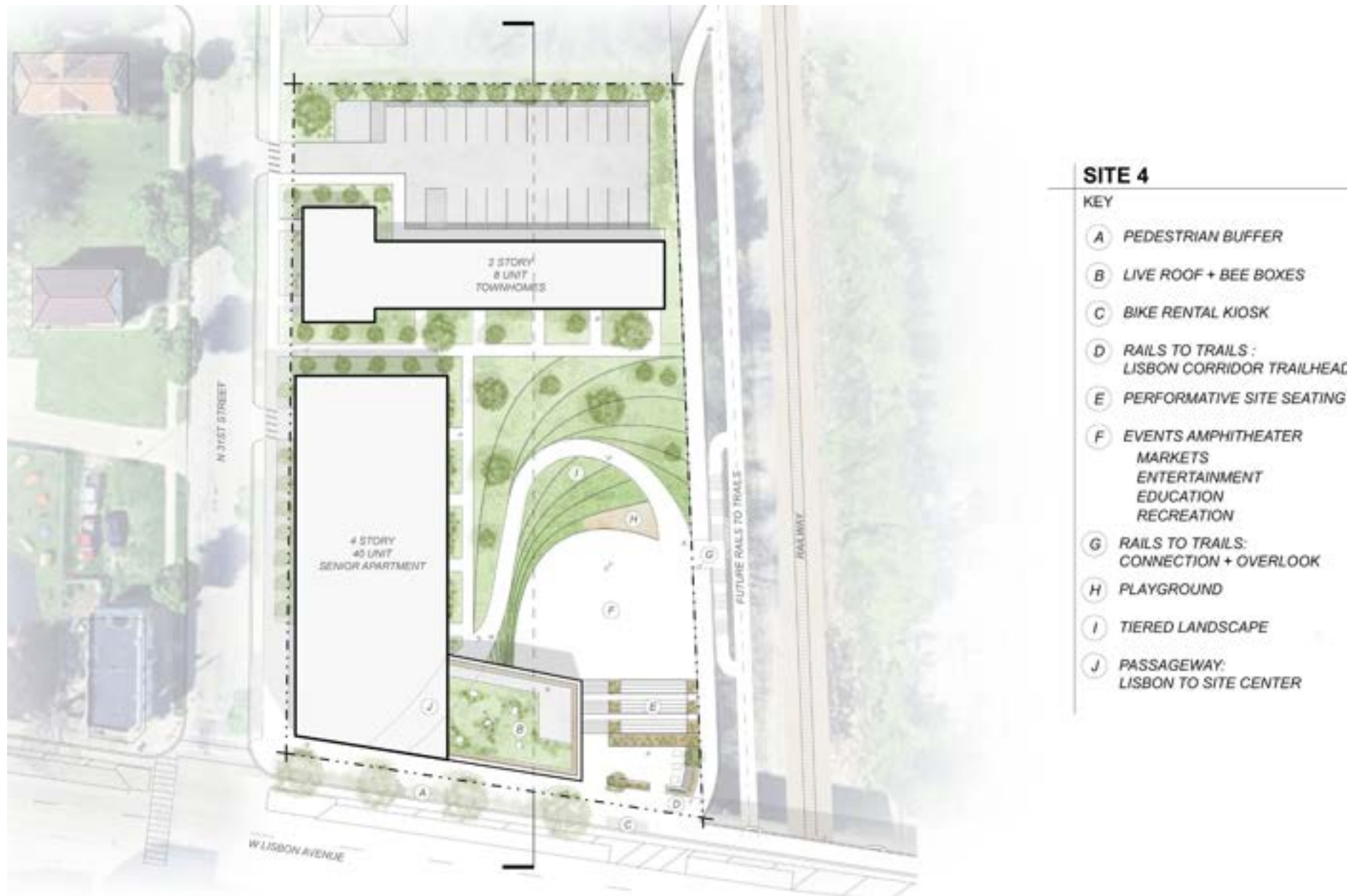


Image 87. Site plan drawing showing building arrangement in relation to the public green.

SITE 4: Senior housing, townhomes, park, and plaza



Image 88. Architect's rendering of the proposed senior housing, townhomes, park, and street plaza.

SITE 4: Site section illustrates the connection between the street, buildings, public space, and trail

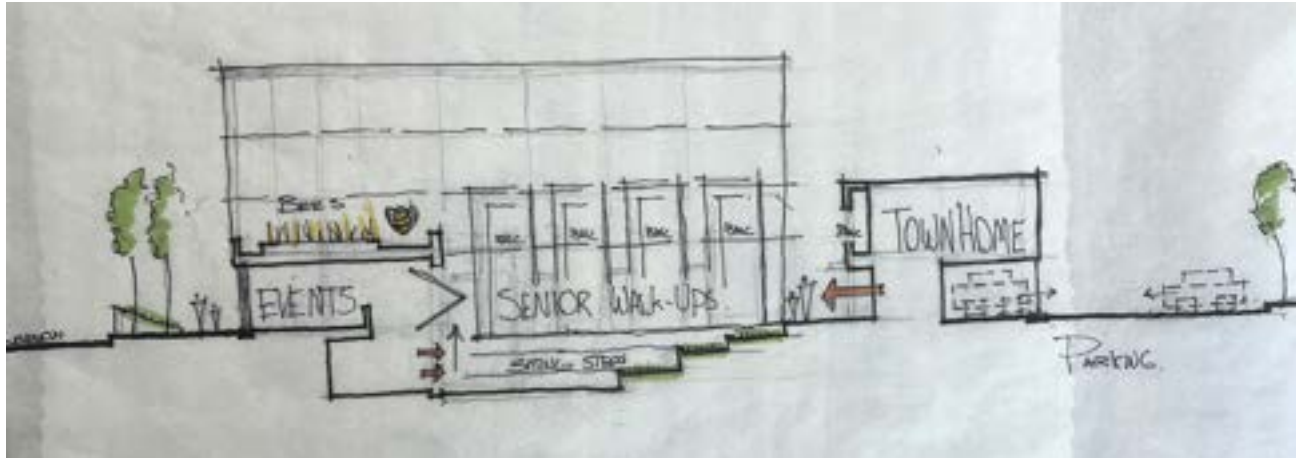


Image 89. Architect's preliminary sketch of the sectional design of the proposed use for the site.

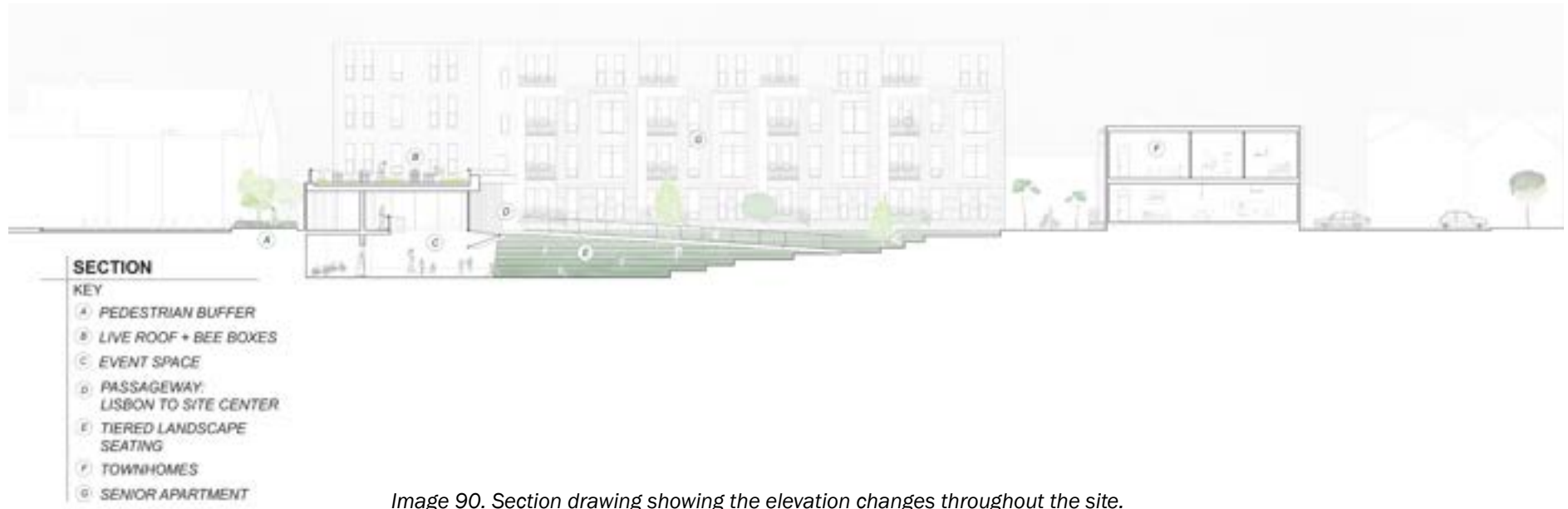


Image 90. Section drawing showing the elevation changes throughout the site.

SITE 4: Senior housing with active ground floor spaces



Image 91. Architect's rendering of the proposed senior housing

SITE 4: Shared public space and plaza with access to Lisbon Avenue and the 30th Street Trail



Image 92. Architect's rendering of the proposed park, trail connection, and senior housing.

SITE 5: 2925 + 3001 W Lisbon Avenue



Image 93. Aerial image of the Site 5 properties.

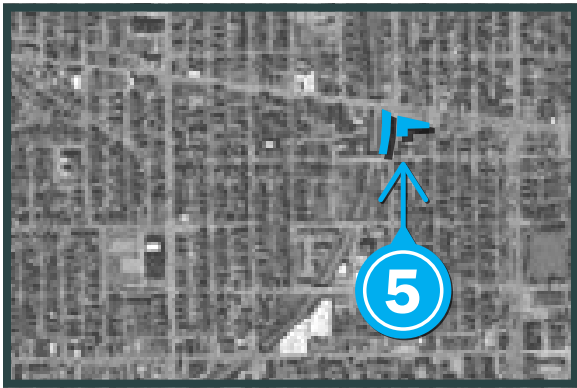
Lot	Owner	Zoning	Address
1	Todd Kubera	IH	3001 W Lisbon
2	RACM	RT4	2925 W Lisbon

Site Info

3001-2925 W Lisbon Ave
Milwaukee, WI

2 Parcel(s) with a total of
0.85 Acres

1 Building with a total of 8,662 Ft²



SITE 5: 2925 + 3001 W Lisbon Avenue

Potential

New Construction and potential Adaptive Reuse

Possible Uses

- Destination retail - Market Hall, restaurant, coffee shop
- Housing
- Food Truck park
- Small Grocery
- Recreation for under 21 youth
- Public space overlooking trail
- 30th Street could be redesigned to accommodate more parking

Other notes

- Ongoing discussions to fund Rails-to-Trails
- Nearby community gardens
- Onsite parking needed
- Alley access



Image 94. Aerial image of the Site 5 properties.

SITE 5: Food Truck Alley and Housing

Proposal by: Galbraith Carnahan Architects

The site is bifurcated by 30th Street, with Lisbon Avenue forming the northern boundary. Establishing strong connectivity between the two portions of the site was a primary design goal. This connection is achieved by narrowing 30th Street and introducing textured street paving to calm traffic and improve pedestrian safety. These changes also create the opportunity for angled parking that supports the development.

Development Concept

The proposed design responds directly to community needs identified through participant feedback. This feedback emphasized the importance of creating spaces for community gathering, improving access to food and groceries, and providing housing that reflects the scale and character of the surrounding neighborhood. The design concept prioritizes connectivity, safety, and visibility while creating a place where residents can gather and connect around food and shared activities. The development also introduces a variety of housing types, including apartments and townhomes.

Food Trucks and Grocery Pick-up

For the food-focused component of the proposal, we propose creating a **“Food Truck Alley”** west of 30th Street, centered around the existing building on the site. This building would support the food truck area by providing indoor space during inclement weather, as well as restroom facilities and small office spaces. A key design feature involves removing one structural bay of the building to create a walkable passage that connects the two halves of the site. This intervention allows a pedestrian alley to pass through the building and activate a new plaza space for gathering.

The pedestrian passage creates a small building area to the north that could function as a **grocery pickup** “drop zone”. This space would support mobile ordering from local grocery stores, allowing nearby residents to conveniently collect groceries at a neighborhood pickup location.

Gathering Space

The park area between the existing building and Lisbon Avenue is envisioned

as an entertainment and community gathering space. Drawing inspiration from the freight rail lines along the western edge of the site, the design incorporates two or three repurposed shipping containers that would serve as a stage and vending spaces for entertainment, ticketing, and food and beverage sales. String lighting across the park would create a welcoming atmosphere while providing safe and visible nighttime experience. Its location at a prominent corner of the site encourages visibility, activity, and engagement with the surrounding community.

Housing Concept

The site east of 30th Street accommodates a four-story residential building containing approximately 32 one- and two-bedroom apartments. Along Lisbon Avenue, six townhomes with rear-access garages provide additional housing options. The scale, materials, and massing of these building are designed to complement the surrounding neighborhood and maintain an appropriate transition to the existing residential areas south of the site.

SITE 5: Food Truck Alley and Housing

Overall, this design reflects the priorities expressed during the community charette and responds to both participant feedback and developer conversations. The proposal addresses programmatic needs while reinforcing key design goals of connectivity, safety, and visibility.

Image 95. GCA presenting design concept.



Image 96. Initial sketches for the site and outdoor food truck area.

SITE 5: Site plan illustrating the Food Hall, Food Truck Alley, grocery pick-up, gathering spaces, and housing



Image 97. Plan drawing of the proposed use for the site. Rendering augmented by Ai.

SITE 5: 6 Townhomes along W Lisbon Avenue



Image 98. Architect's proposal for townhome development. Rendering augmented with AI.

SITE 5: Gathering area with shipping containers overlooking the Trail and W Lisbon Avenue



Image 99. Architect's vision for the gathering space, rendering created with AI.

SITE 5: Event in the gathering area next to the Food Hall



Image 100. Architect's vision for the gathering space, rendering created with AI.

SITE 6: 2900-2928 W Lisbon Avenue



Image 101. Aerial image of the Site 6 properties.

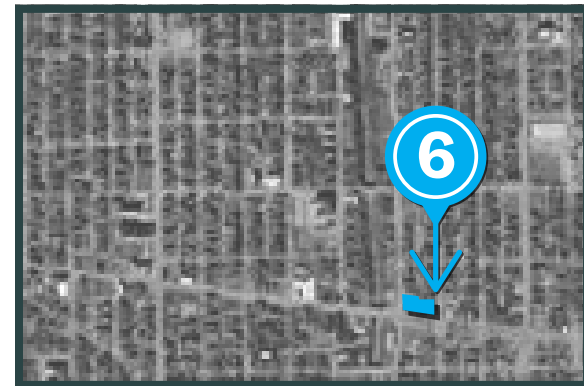
Lot	Owner	Zoning	Address
1	City of Milwaukee	CS	2928 W Lisbon
2	City of Milwaukee	CS	2924 W Lisbon
3	RACM	CS	2920 W Lisbon
4	RACM	CS	2914 W Lisbon

Site Info

2928-2900 W Lisbon Ave
Milwaukee, WI

6 Parcel(s) with a total of
0.59 Acres

1 Building with a total of 5,264 Ft²



Lot	Owner	Zoning	Address
5	RACM	CS	2910 W Lisbon
6	2900 W Lisbon Real Estate Inc.	CS	2900 W Lisbon

SITE 6: 2900-2928 W Lisbon Avenue

Potential

New Construction with potential Adaptive Reuse

Possible Uses

- Gateway from the east
- Mixed-use with housing
- Community gardening and supportive retail or business
- Small Grocery
- Recreation for under 21 youth
- Ground floor neighborhood retail (Cafe, Coffee, Other)

Other Notes

- Onsite parking needed
- Recent demolition on the site
- Alley access



Image 102. Aerial image of the Site 6 properties.

SITE 6: Housing, Grocery, and Retail

Proposal by: KORB

The site sits on W Lisbon Avenue between 29th and 30th Streets, marking a key neighborhood gateway suitable for a prominent, taller building.

Development Concept

The proposed development is a mixed-use residential building designed to provide essential neighborhood-serving retail, activate the street corridor, and foster community interaction. The program combines a grocery store, community-oriented spaces, and 60 residential units, supported by parking and shared amenities for residents. The existing retail on the site can be integrated into one of the ground floor tenant spaces. Active ground-floor uses introduce pedestrian activity, storefront visibility, and evening lighting that contribute to a safer and more welcoming streetscape.

Positioned as a gateway to the neighborhood, the building's massing responds to the surrounding context by creating a harder edge at the southeast corner that gradually softens toward the southwest intersection, opening toward the neighborhood. Pops of color and the

potential for public murals reinforce this community-facing edge and celebrate the local character.

Corner Plaza

A central feature of the project is the Community Table, a flexible public plaza designed for everyday neighborhood use directly at the entrance of the grocery store. It encourages people to sit, dine, and socialize while also functioning as an informal stage for performances and community celebrations. By emphasizing shared social space at the corner intersection, the design promotes pedestrian activity, safety and strengthens the public realm.

The corner plaza is visually connected to the residential amenity terrace above, reinforcing a sense of safety, visibility, and community presence. Together, these elements create an active urban streetscape while balancing the residential character of the neighborhood with the vitality of the commercial corridor.



Image 103 and 104. Korb team presenting and working with charette participants.

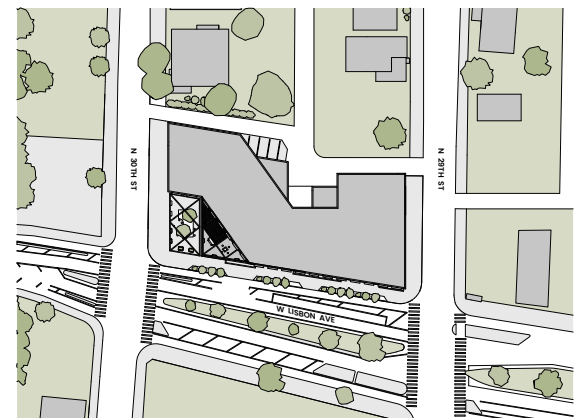


Image 105. Drawing of the proposed site plan.

SITE 6: Gateway building with housing and ground floor retail



Image 106. Architect's rendering of the proposed gateway mixed-use building for the site.

SITE 6: Building programming

GROUND FLOOR

9,250 sf grocery
3,500 sf retail
lobby, storage, mechanicals

UPPER FLOORS

60 Residential units
mix of 1, 2, 3 bedroom

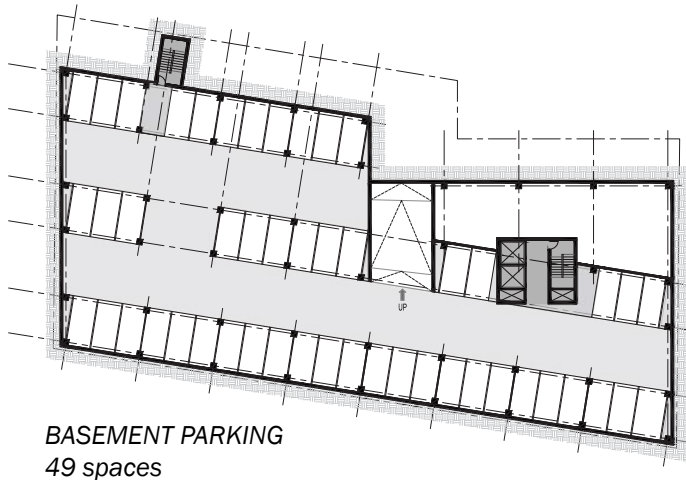
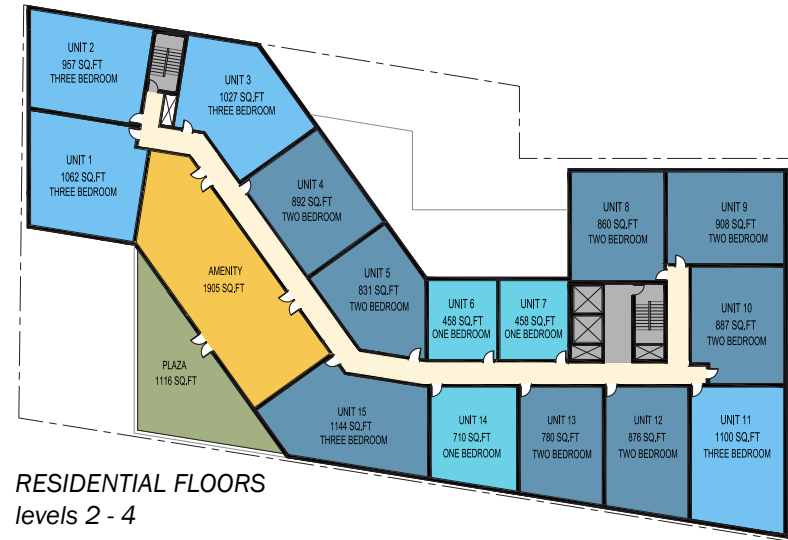


Image 107. Plan drawing showing the lower level parking.



Image 108. Plan drawings showing program distribution for the ground floor grocery and retail, residential on the upper floors.

SITE 6: Ground floor grocery, services and retail with a corner plaza

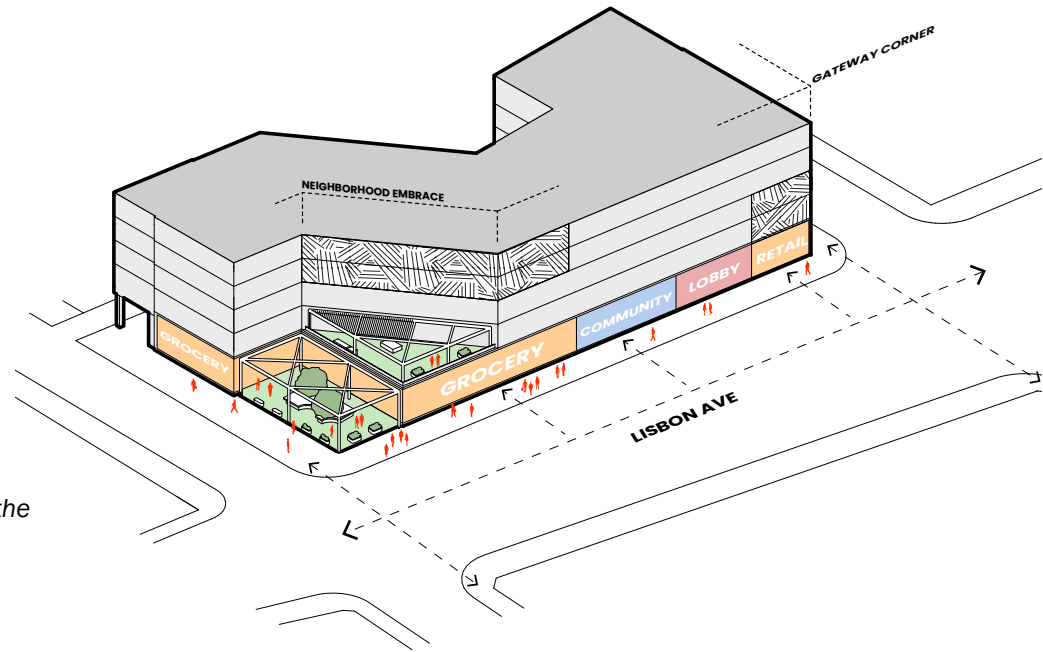


Image 109. Axonometric drawing showing the massing and arrangement of program and building uses in the proposed building.



Image 110. Architectural rendering of the proposed building, corner of 30th Street and W Lisbon Avenue.

SITE 6: Corner plaza and grocery entrance



Image 111. Architect's rendering of the corner plaza as part of the grocery entrance. Upper level rooftop terrace for building residents.

SITE 6: Activated street frontage along W Lisbon Avenue



Image 112. Architect's rendering of the proposed use for the site. Rendering augmented by AI.

KORB

LISBON AVENUE POTENTIAL



Image 113. Renderings of site proposals.